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TACKLING TOURNAMENTS



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THE SALTWATER FISHING
TOURNAMENT DIRECTOR'S GUIDE

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PROGRAM

TACKLING TOURNAMENTS

THE SALTWATER FISHING
TOURNAMENT DIRECTOR'S GUIDE

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- **SALTWATER
FISHING
TOURNAMENTS**

THE INTRODUCTION



CHAPTER
ONE

SALTWATER FISHING TOURNAMENTS

uch has been written and said about fishing tournaments – some positive, some negative.

In his Audubon article "Fishing to Win," Ted Williams suggests the whole idea of tournaments is wrong. He notes:

"There is an appalling butchery and waste in many tournaments, but what is most objectionable is that they have transmuted a noble art form into something it isn't and shouldn't be, and failed our perception of wild, lovely life forms."

Although some have this negative view of competitive fishing, others, including the thousands of fishing tournament participants each year, see the merits of the friendly contests. Charles F. Waterman, in his book entitled "A History of Angling," offers a positive view of fishing tournaments:

"Izaak Walton would not have approved of how fishermen have a habit of keeping score. Contemplative anglers might look the other way, but it has been competition that developed tackle and fishing methods and has aided research. Like it or not, competition is a permanent part of sport angling. It can be a nuisance but . . . competitive organizations have been the backbone of the fisherman's fight to protect his sport."

While most reading this book will be more likely to side with Waterman on this issue than Williams, they would also likely agree that there is plenty of room for improvement. A background of research on fishing tournaments and their participants will be used to provide an overview of fishing tournaments in this chapter.

WHAT WE KNOW ABOUT TOURNAMENTS

First, we should know a few facts about fishing tournaments. In his 1985-86 directory of fishing tournaments, William O'Hara lists more than 1,200 saltwater and freshwater tournaments in the United States. Of these, 558 are saltwater tournaments.

WHY ARE TOURNAMENTS HELD?

Tournaments provide a leisure experience for some participants. Fishing for fun includes the critical elements of intrinsic motivation and relative freedom. For others it is routinized leisure or a recreation experience. Here, planning, organization and extrinsic motivations (i.e., winning, trophies, prizes and money) play a role.

Some tournaments are planned to break even. Others are held to make a profit for private investors and/or to support charities or other worthwhile endeavors (Chapter 2). Although not usually an explicit

It is estimated that one-third of all small businesses vanish each year, only to be replaced by an equal number of often unpromising new arrivals.

Number of U.S. Saltwater Fishing Tournaments by State

Alabama	16	Massachusetts	5
Alaska	15	Mississippi	10
California	23	New Hampshire	1
Connecticut	2	New Jersey	42
Delaware	5	New York	15
Florida	148	North Carolina	31
Georgia	6	Rhode Island	14
Hawaii	24	South Carolina	83
Louisiana	7	Texas	70
Maine	5	Virginia	10
Maryland	12	Washington	10

Source: O'Hara's 1985-86 International Sport Fishing Tournament Directory

purpose, some tournaments are held because of their tourism impacts (re-expenditure of fishermen's expenditure) on the local economy or region. In addition to giving the local economy a boost, this strategy may be geared toward extending the tourist season. Tournaments provide one more attraction for visitors to the coast.

WHO BENEFITS?

Clearly, individuals benefit from their participation in tournaments. In addition to a variety of extrinsic motivations, they can find challenge, escape, tension release and all of the other reasons why people participate in tournaments. For some participants, it also is a way to make a living.

The group or association sponsoring the event, as well as its beneficiaries, benefit from the tournament. The fishing-related industry includes charter boats, fishing guides, bait dealers and tackle shops. Various support industries, i.e., hotels, motels, restaurants, convenience stores, boat yards, gasoline and diesel fuel dealers, also benefit.

Fourth, fishing-tackle and equipment companies as well as other sponsors derive public-relations benefits through product exposure. Finally, the scientific community benefits from the availability of animals for scientific investigation.

TOURNAMENT CONCERNS

What follows are a few concerns regarding fishing tournaments. These types of concerns prompted the writing of this book.

TOURNAMENT TURNOVER

It is estimated that one-third of all small businesses vanish each year, only to be replaced by an equal number of often unpromising new arrivals. In Texas, an inventory of fishing tournaments revealed that nearly half were less than three years old. The extent of dropouts over time is unknown. This indicates a need for better understanding of this turnover, why it occurs and what can be done to minimize it.

Those starting tournaments need to know what they are getting into if turnover is to be reduced. Those running existing tournaments need to do a better job of planning, organizing, managing and marketing their tournaments. If tournaments are run like "mom-and-pop operations," they will lose their participants to better organized events (Chapter 4). Tournaments need to be operated in a professional manner, using sound business principles and procedures (Chapter 5).

Tournament turnover is disruptive to local tourism if it continues. Communities with excessive turnover will not be viewed favorably as fishing destinations; people may go elsewhere to participate in tournament events.

PRODUCING A QUALITY PRODUCT

To produce a quality tournament product, it must be clearly understood. The product is the entire tournament fishing experience, i.e.



the catch and the winning for some, the social experience afforded, the tournament operation, whether lodging is comfortable, etc.

Tournament organizers can and should evaluate the quality of their product (Chapter 8). Although it is difficult to be objective, organizers need to know how fishermen evaluate the total tournament experience. This evaluation should be comprehensive, conducted annually and, most importantly, provide feedback to planning.

The inventory of saltwater tournaments in Texas revealed a great diversity of types: new, old; open, invitation; offshore, nearshore (as well as combinations); and various tournament rewards. There was great variation in tournament fees and a wide geographic distribution of events. The diversity of events provides something for the various market segments that make up sport fishermen (Chapter 3). In light of the trend toward money tournaments, there is a need to maintain as much variety as possible. There is strength in diversity; there is something for everyone.

In addition to meeting the needs of existing tournament fishermen, events need to be planned with an eye to attracting new participants (Chapter 6). Events that feature particular formats and extrinsic rewards (trophies, prizes or money) may be more attractive to new participants than others.

IMPACT ON FISHERY RESOURCES

In Richard Christian and David Trimm's inventory of saltwater tournaments in Texas, three heavily stressed stocks (red drum, speckled trout, and king mackerel) were collectively targeted by a majority of saltwater tournaments. Although catering to local preferences, this finding reflects an apparent lack of knowledge or concern among tournament organizers for the state of fish stocks.

Tournament organizers need to be more aware of fisheries conservation issues and actions underway in their behalf. Tournaments cannot continue to march to the beat of their own drummers or they will become the target of legislative action and special rules and regulations by management agencies (Chapter 7).

Where appropriate, there needs to be more attention to the catch and release concept. Bass tournaments have set the standard in this regard. Tournament species targets could be based on their relative abundance; stressed species could be "de-tournamentized." Furthermore, underutilized species should be targeted.

And, finally, it is a good idea to donate a portion of the tournament profits to fisheries conservation and management. Monies could be dedicated to federal and state fisheries agencies as well as to fisheries conservation groups who work in behalf of the resource base. A surcharge or special fee can be levied at each tournament in support of a fisheries conservation group (on a tax-deductible basis) as a condition of participation. Sponsors could underwrite tournament overhead costs with 100 percent payback of entry fees to the winners. To participate, each contestant would make a contribution to a conservation group. These suggestions can help remove the exacerbation of

In addition to meeting the needs of existing tournament fishermen, events need to be planned with an eye to attracting new participants.

NOTES

stressed stocks, as well as any public perception that tournaments contribute to the problem.

ECONOMIC DEVELOPMENT POTENTIAL

The economic development potential of fishing tournaments is often overlooked in the planning process. Fishing tournaments are tourism attractions; they can lure non-locals and out-of-state residents and their dollars. These non-local dollars are subsequently spent. For example, a 1985 study revealed that expenditures by 446 participants in a 1983 South Texas tournament totalled \$449,000. This produced a statewide economic impact of \$41,000 and a regional impact of \$561,000.

This kind of information should be used in news releases to demonstrate the value of a tournament to local officials and used politically to win concessions for the tournament. It also can provide useful feedback to tournament organizers if they want to further stimulate the local and regional economies. Tournament planners need to market the event accordingly in present and potential market areas.

In addition, they need to plan tournaments during non-peak use periods to overcome seasonality problems and to enhance local appreciation of events because of the value. Whether true or not, it has been argued that tournaments held during the summer months take up motel, restaurant and marina space that would be used by other coastal visitors. Tournaments held before and after the summer season would have a profound impact on local economies. Unfortunately, this is not always possible as the target species is sometimes migratory and is present only during the summer months.

Fishing tournaments are often well-kept secrets. This may change as other business sectors are seriously impacted and tourism is taken more seriously by state officials. Local tournament planners need to be aware of the economic-development implications of their events. To attract new dollars to the regional and local economies, they need to target non-local fishermen in an effort to attract them. Simply providing an attraction for local fishermen won't meet this goal.

State tourism development offices need to wake up regarding the economic importance of fishing. Strategies need to be implemented to attract new non-local and out-of-state fishermen to tournaments.

In summary, tournaments are important recreational events. They are important to the market segment of fishermen interested in competition. Tournaments are one dimension of the "cafeteria" of fishing opportunity. The diversity of fishing opportunities needs to be maintained, if not expanded. To the extent that they do not impact stressed species, they should be encouraged. The local, regional and state economic impacts of these tourism attractions have been well-documented. This information needs to be used in planning tournaments so that economic-development objectives can be realized.

The downside of tournaments nevertheless does exist. There is much work to be done to improve fishing tournaments. This is the purpose of this book.

- **WHICH HILL
SHALL WE TAKE?**

SETTING OBJECTIVES

-
-
-

CHAPTER
TWO

WHICH HILL SHALL WE TAKE?

If you are planning a fishing tournament you are probably doing so for one or a combination of six basic reasons.

Although there may be others, the most evident purposes (with prospective sponsors and examples) for an angling contest include:

1. To enhance area tourism
(i.e., chambers of commerce, business associations)
2. To promote a particular product or business
(i.e., tackle manufacturer, marina operator)
3. To provide an educational/research experience
(i.e., a youth development event, fishermen participation in a fish-tagging study)
4. To raise funds for non-profit purposes
(i.e., civic improvements, education, research)
5. To provide a profit-making service
(i.e., firm or individual coordinates and runs a tournament for a fee)
6. To provide a group social activity
(i.e., fishing clubs, retirees association)

Regardless of the primary reason(s) a tournament is held, everyone involved with it will feel better when they can expect to accomplish "needed" and "agreed upon" actions. Objectives, therefore, create a sense of purpose and lay a foundation for the planning, implementation and evaluation of the actions to be taken.

Properly spawned and fertilized, objectives are the starting points from which general directions can be taken to achieve an expected outcome. They become road maps in designing activities and selecting resources which can be used to reach the anticipated end. They tend to weed out unrealistic or undesired expectations, thus clearing the path for effective planning.

The military has developed a keen sense for setting objectives. When a lieutenant tells his men, "our objective is to take hill 695 - tonight," it leaves little doubt as to what is to be done and when. With his clearly laid out objective, a channel is opened for identifying support resources, designing strategies, anticipating negative impacts, and ultimately initiating action. A tournament group also needs to define and declare in simple terms which hill it intends to take.

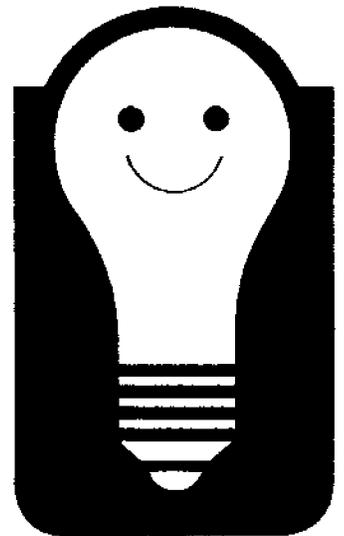
SELECTING GOALS

To achieve personal and organizational satisfaction, tournament goals must be selected, clarified and transformed into action. In essence, we must know three things in order to get somewhere:

- ✓ where we are going
- ✓ how we expect to get there
- ✓ when we expect to arrive

Avoid setting goals which are so general or global in nature that

Objectives create a sense of purpose and lay a foundation for the planning, implementation and evaluation of the actions to be taken.



Need determines what the objectives will be.

they tend to be overwhelming from the very beginning. We are more likely to take the initial plunge into tournament-planning waters if we can see the desired shore lies within a manageable swimming distance that is not too physically taxing or time-consuming to conquer.

Be careful to separate the goals you define which describe outcomes (that is, measurable end products of the event) and those that define processes (that is, the means for accomplishing them). These can be stated as:

- "End-goals" – those that tell what is expected at the end of the tournament.

- "Mean-goals" – those that tell what is expected to take place during the development and/or implementation of the tournament.

For example, an end-goal might be that "\$4,000 is to be raised by the tournament for fisheries research," while a mean-goal might be put down as "\$2,000 of tournament-related advertising will be sold before the tournament begins."

It is important that goals meet the following principles:

1. The meaning of a goal should be clear to the people involved.
2. Agreements and commitments should be obtained by the planners.
3. Each goal should be identified as either ends or means.
4. Goals should be reduced to manageable "bite-size" pieces.
5. Goals should be stated in terms of measurable results with target dates and cost limitations.
6. An action plan should be initiated for each goal.

In addition to these six considerations, the satisfaction of both the tournament staff and the contest participants must be remembered. There are undoubtedly hordes of observers who will judge the success of your tournament. However, there are but a relatively small number who can do so validly — primarily, yourselves (sponsors/planners), the participants and the host community. Recognizing who the judges are can help set goals which appropriately correspond to their judgmental standards of achievement.

PUTTING IT IN WRITING

A hypothetical fishing tournament is described for clarification. Read the following brief example, and then we can dissect it to gain a more acute appreciation of the processes involved.

LONE STAR COUNTY 4-H TOURNAMENT

Problem:

The Lone Star County 4-H Council faces the problem of raising organizational funds with which to support its youth development programs and projects. Past fundraisers have not provided an adequate return on their investment of time and resources.

Need:

The 4-H Council needs to raise \$6,000 to pay for next year's youth education activities.

GOALS MUST BE:

- ◆ Clear
- ◆ Agreeable
- ◆ Defined
- ◆ Manageable
- ◆ Specific
- ◆ Put into Action

General Objective:

Develop and implement a fundraising event that requires a minimal capital outlay, has the potential for broad community support, can be conducted in a reasonable time frame with a realistically obtainable number of 4-H youth and adult volunteers, and provides the opportunity for youngsters and adult leaders to gain experience and develop valuable skills in the organization and operation of team projects.

Specific Objectives:

Hold a Fourth-of-July public fishing tournament that will raise money through:

1. The entry fees of a projected 300 participants at \$20 each
2. The sale of 1,500 raffle tickets at \$1 each for various prizes (a boat, rods, tackle boxes, knives, etc.)
3. The sale of 200 caps and 200 t-shirts with the tournament logo at \$6 each
4. The collection of donations totaling \$1,000
5. Holding overhead costs below \$4,000

ADDRESSING NEEDS

It should be clearly understood that *need* determines what the objectives will be. As previously noted, failure to thoroughly assess the needs of the contest and assign well-matched objectives means no one can ever truly tell if and when any real progress has been made.

In cookbook fashion, let us look at one possible recipe for addressing the needs of the group. The general steps followed in the example provided included:

- A. Carefully identifying the problems (or opportunities if you are an optimist) facing the group.
- B. Thoroughly assessing and clearly stating the needs of the group.
- C. Setting a need-oriented general objective that will guide the establishment of very specific ends or means objectives.
- D. Designing and implementing actions to accommodate the specific objective outlined. The process should not end with setting objectives and designating actions; there is one final, essential step: a formal evaluation to determine what progress has been made.

EVALUATION

Evaluation gives the group the opportunity to determine if it reached the intended goal(s) and if the orchestration of the event could have been improved. If the goal(s) fell short, evaluation can help determine "Why?" (see chapter 8 for more on evaluations).

Just as setting objectives and developing plans are tools for the tournament sponsors, so is this follow-up analysis. Deftly using all these instruments serves to strengthen your event by producing results that are individually and collectively satisfying to staff and contestants alike. They tell you – "you have arrived."

● **THE BASIC
INGREDIENTS**

TYPES OF TOURNAMENTS

●
●
●

**CHAPTER
THREE**

THE BASIC INGREDIENTS

word of caution: all good things don't just happen when you decide to have a fishing tournament. The decision to sponsor a tournament is just the beginning. Now the work begins – or at least it better, if you want your fishing tournament to be successful.

After you decide the purpose of the event, your next task is to plan your tournament's future. Fishing tournaments can stand alone as major events, but sometimes work much better as a part of a festival or community event already established.

Now let's look at some of the basic categories of tournaments. These may give you some direction in deciding what type of tournament you should have.

PARTICIPANTS

THE OPEN FISHING TOURNAMENT

The open tournament is designed for large numbers of participants, as it is open to anyone who wishes to enter. Obviously, the more people you have register for a tournament, the more success you will have financially. Therefore, if you are seeking cash flow, then this is probably the type of tournament you will want to have.

Open tournaments are usually community events organized by groups such as the Jaycees, Chamber of Commerce, etc., with lots of volunteer help. These tournaments are typically low budget for maximum participation, with a reasonable entry fee designed to cover expenses. Tournament prizes usually are donated or sponsored by tournament committees. One disadvantage is that there is not much control over or contact with participants, except during registration and weigh-in. This type of event also can be harder to regulate.

THE INVITATIONAL FISHING TOURNAMENT

In the invitational tournament only invited fishermen and families can participate. By design, you make your tournament a prestigious event. Camaraderie and friendships develop. Contestants meet and get to know each other.

Typically, an invitational tournament has events that are designed to entertain participants (i.e., captains' parties, calcuttas, awards banquets, special entertainment and prizes).

Prizes and awards are controlled by tournament officials. The entry fee covers the cost of tournament activities. Some are as low as \$250, and they go as high as \$5,000 per team. Registration packets are usually furnished to participants (hats, T-shirts, banquet tickets, etc.). The number of participants is limited to what facilities can handle. Also, knowing the fixed cost per participant enables you to plan accordingly.

This type of tournament caters to the needs and wants of participants prior to and after the event.



The primary difference between offshore and bay tournaments is that the bay tournament is restricted to inside waters with smaller vessels participating.

BOUNDARIES

THE OFFSHORE TOURNAMENT

A blue-water contest is conducted in offshore Gulf or oceanic waters – one mile to 100 or more miles seaward. Blue marlin, white marlin, sailfish, tuna, dolphin, wahoo, kingfish and ling are common fish taken in offshore waters. Tournaments are designed for either one species (i.e., blue marlin, with the 10 largest fish caught winning money prizes), or for the largest fish in each of several categories designated as winners (i.e., largest blue marlin, white marlin, sailfish, tuna, dolphin and wahoo).

The blue-water tournament requires facilities to accommodate docking spaces and fueling capacities for large class vessels 31 feet to 70 feet in length. This type of tournament must be planned at least one year in advance and usually requires a large sum of money up front for adequate tournament facilities planning, such as tents, caterers, awards, security and insurance.

Special attention must be given to the weigh-in station. It must be located conveniently for boats to unload the day's catch directly from the boat. It must be out of the main traffic flow and away from refueling areas.

THE BAY TOURNAMENT

The primary difference between offshore and bay tournaments is that the bay tournament is restricted to inside waters with smaller vessels (19 feet to 30 feet) participating.

Some tournaments extend fishing waters to limited areas around jetties or passes into Gulf waters. Categories of fish usually include either one or selected species of redfish, speckled trout, flounder, gafftop, shark, stingray, tarpon and even the hardhead.

Much more versatility can be used in a bay tournament by including youth contests and women's divisions in individual or team competition. Depending upon the scope of the tournament, multiple weigh stations may be used, but caution must be maintained by making sure all weighmasters are skillful and use similar, certified scales. Largest stringers of fish, either singular or multiple species, may be used as a category in this type of tournament.

THE COMBINATION TOURNAMENT

Combination tournaments usually combine bay and offshore divisions together. This necessitates having the facilities to handle large and small boats, separate scales for large and small species, and usually different costs to enter each division.

Two sets of division rules must be clearly stated, and quality checks of all fish are necessary. Combination tournaments should only be considered if offshore and bay fishing waters are compatible and adjacent to each other with a common weigh-in station for both divisions.

INDIVIDUAL VS. TEAM COMPETITIONS

TEAM ENTRIES

Many saltwater fishing tournaments are organized such that participants enter in teams rather than individually. This allows participants to pool their money for the entry fee, while still having the opportunity to win the "big money." Participants register by boat, with the teams usually limited to four fishermen.

The team-entry method is especially advantageous for offshore tournaments, where long trips in a boat are a must. If participants are competing in the contest individually it can cause tension among friends, competing against one another on the same boat.

Prize monies are usually awarded to the team, with the team deciding how to distribute money among its own members. Some tournaments award an additional prize to the individual who brings in the largest fish of the tournament.

INDIVIDUAL ENTRIES

A tournament will be set up for individual entries typically when the organizers want to attract families and children and/or when the tournament allows shore fishing. Occasionally, tournaments will have a separate youth category for individual entries in conjunction with a team competition for adults.

PRIZE CATEGORIES

Tournaments typically award the top prize(s) to the fisherman or team that lands the largest (by weight) fish of each species allowed. Prizes are also awarded to the fishermen who bring in the "runner up" fish, as well.

Variations on this are when the top prize(s) go to the team that has the greatest combined weight of their top three or four fish or to the team or individual with the largest stringer of fish. The latter is discouraged as a category because it encourages the keeping of young, immature fish. Other unusual categories in which prizes can be awarded include littlest fish, surprise fish and strangest catch.

Prizes and awards can be anything from large sums of money to certificates of award. Trophies are usually awarded with the size proportionate to the winning place. Many tournaments solicit sponsors to donate prizes, as well. These may include boats, motors, rods and reels, and other tackle and equipment.

SPECIES ALLOWED

SINGLE-SPECIES TOURNAMENT

Many tournaments focus on single species which are usually popular game fish. For example, of the 25 fishing tournaments in North Carolina, 19 are king mackerel or billfish events. This type of tournament usually appeals to a specific type of fisherman. Limiting the



tournament to a single species may provide easier recordkeeping with fewer categories to deal with. The disadvantage is that the tournament fish may be a stressed species. For more information on using non-traditional species, see the section in this chapter on underutilized species.

If a single species is used, tournament organizers should check with local biologists and fisheries specialists to be sure the species are available during the tournament dates.

MULTIPLE-SPECIES TOURNAMENT

Some tournaments allow various species as entries, and a few allow any fish brought in to be entered in the tournament. A 1983 study in Texas indicates the most sought-after species in tournaments was speckled trout, with 36 percent of tournaments listing it on their species list. Twenty-nine percent listed red drum; 27 percent, king mackerel; 27 percent, billfish; 20 percent, flounder; and 18 percent accepted any and all species.

Having a multi-species tournament means more categories to keep up with for the recordkeepers, and it means arranging for the many awards for the top winner(s) in each category. However, it may mean a wider spectrum of fishermen are attracted to the contest. When fishermen see that there are more opportunities to win, they will be more likely to participate. Allowing multiple species also will avoid the problems encountered when few or no target fish are in the area during the tournament.

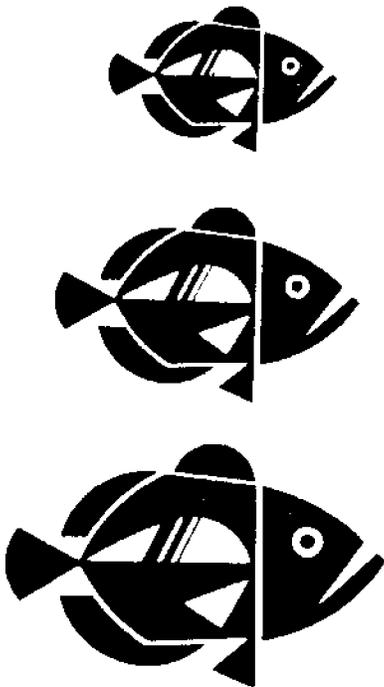
CONSERVATION-ORIENTED TOURNAMENTS

Fishermen who have been around the tournament circuit know the scene: a pile of billfish, tuna, shark or king mackerel, stacked on the dock like cordwood, baking in the hot summer sun. It's enough to offend any concerned fisherman.

More and more, sport fishermen are realizing that the fish they target are not an unlimited resource. And it has them concerned. Many species are being fished at maximum levels. Responsible tournament managers should stay one step ahead of regulators and add voluntary restrictions to tournaments.

MINIMUM WEIGHT OR LENGTH

Only the largest, or next largest fish are winners in most tournaments. So, why bring in the little ones? Many tournaments are now considering a restricted or minimum weight limit for entry into tournament categories; i.e. blue marlin - 190 pounds; white marlin - 50 pounds; wahoo - 40 pounds; dolphin - 25 pounds; tuna - 100 pounds. Any fish caught under these limits are released. This eliminates waste of young or juvenile fish, while providing a reassuring supply of fish for tomorrow.



If fish are entered weighing less than the minimum, either no points will be awarded or points may be deducted. A minimum-weight tournament requires some skill at guessing the weight of the fish. But, to make some allowances for miscalculations, the committee may choose not to penalize entrants for fish that weigh slightly less than the minimum weight.

A tournament also can choose a minimum length limit to qualify a fish for entry. For example, a minimum length for king mackerel could be set at 28 inches. At this length, king mackerel are sexually mature and have probably spawned at least once. A penalty could be implemented for bringing back a fish less than 28 inches long. Although the minimum length may vary among tournaments, it obviously should meet state and federal standards.

These systems are a compromise between a total-kill and a total-release tournament. It reduces the number of fish entered and reduces the number of immature fish landed.

MEASURE-IN AND RELEASE

When fish are removed from the water, they are easily damaged because of excessive handling, asphyxiation, or thrashing about on deck. Measure-in and release tournaments minimize handling; the fish are measured in the water and then released.

There are several versions of measure-in tournaments. The simplest method is to have an observer aboard to witness and record the measurement and to ensure compliance with tournament rules. This method is used by the Pirate's Cove Billfish Tournament. In order to enter, a captain must bring an observer who will be assigned randomly to another boat. Without an observer, participants cannot fish.

Invariably, some captains show up without an observer. Therefore some tournaments, such as the Oregon Inlet Billfish Tournament, provide observers. This gives the tournament committee slightly more control. It also is very important for the tournament judges to meet with the observers to make certain they understand and adhere to the rules, and that they all use the same method of measuring in.

Some surf or inshore tournaments are smaller and localized, allowing tournament officials to do the measuring. In Bay tournaments, several officials can be stationed on vessels in the area. When a fish is hooked, the captain radios an official, who can be present within minutes. In surf fishing tournaments, the shore fisherman is assigned to an area of the beach and the tournament official patrolling the area can perform the measurement.

There are several ways to avoid using observers. In 1986, the Tampa Chapter of the Florida Conservation Association sponsored "The All-Release Challenge," in which Polaroid donated cameras. Each captain received a camera and a simple measuring box, color-coded to prevent cheating. Each fish was measured in the box with photos taken to verify the size of the fish. Another way to avoid having observers is to administer a polygraph test to participants.

Many species are being fished at maximum levels. Responsible tournament managers should stay one step ahead of regulators and add voluntary restrictions to tournaments.

A tournament committee may want to either add non-traditional species to the list of prize categories or develop a new tournament around these non-traditional species.

TAG AND RELEASE TOURNAMENTS

Tag and release tournaments are conducted under the same rules as the measure-in and release tournaments described, except that the fish also are tagged before being released, hopefully to be caught again another day when they will provide important growth and migration data for better management of the species.

For more information on tagging kits, contact the National Marine Fisheries Service, Southeast Fisheries Center, 75 Virginia Beach Drive, Miami, Florida 33149; or Fish Trackers, Inc., P. O. Box 4746, Corpus Christi, Texas 78469.

TOTAL NUMBER OF FISH RELEASED

This is a variation of the measure-in and release tournament. Fishermen get a certain number of points for fish caught and released. Different points can be awarded for different species of fish. For example, a fisherman may earn 100 points for each white marlin released, 150 points for sailfish and 200 points for blue marlin.

UNDERUTILIZED SPECIES

Most tournaments focus on single species which are usually poor game fish. For example, of the 25 fishing tournaments in North Carolina, 19 are king mackerel or billfish events.

But, according to one tournament study, more than 80 species are caught by recreational fishermen in the Southeast, and many of these are good fighters and/or highly edible. Yet, they are rarely sought and frequently discarded because they suffer from unjustifiable negative reputations.

Since tournament directors are often opinion leaders, a tournament committee may want to either add non-traditional species to the list of prize categories or develop a new tournament around these non-traditional species. In this way, we can begin to correct misconceptions and help anglers make better use of the ocean's bounty.

When choosing these species it is important to check with local biologists to make sure the species is available at the time of your tournament. A pretournament educational program may be needed on how to catch, clean and prepare the alternative species. You can obtain help on this type of program with help from local marine biologists or your state Sea Grant program.

SUMMARY

Six variations on tournaments have been offered to help you plan your tournament. These can be combined in any number of ways for the special tournament that will fit your needs best.

The type of tournament you can have and its position with other events or activities is limited only by your imagination. Just design a tournament with the basic ingredients listed here, using the uniqueness of your area, and you'll be on your way to getting your tournament underway.

● **GETTING YOUR
ACT TOGETHER**

ORGANIZING TOURNAMENTS



CHAPTER
FOUR

GETTING YOUR ACT TOGETHER

Once you have set the objectives for your tournament and made a decision on what type of tournament to have, it's time to figure out what is necessary to get your act together. In other words, it's time to organize your tournament.

Some of the major items on which you will make decisions during the organizational phase are selecting a board of tournament trustees, incorporating, site planning, building public support, recruiting and training volunteers, dealing with legal liability and establishing tournament rules and regulations. So roll up your shirt sleeves. Pull your staff and resources together and get ready to start planning and plotting out the steps leading to your tournament day.

TOURNAMENT TIME LINE

Before you actually make any of the organizational decisions, it's best to develop a tournament time line. A time line is a combination road map and calendar. It will tell you where to go and when.

What follows is a very basic time line. You will want to add specific items from your tournament which are not included here. However, this time line gives a general outline of when decisions need to be made and actions should be carried out.

12 MONTHS To Go..

1. Hold First Organizational Meeting
 - Discuss Event Objectives
 - Determine Type of Tournament
 - Suggest Activities to be Held
 - Determine Tentative Date(s)
 - Elect Chairperson
2. Select Sponsoring Organization or Incorporate New One
 - Determine Organization Structure

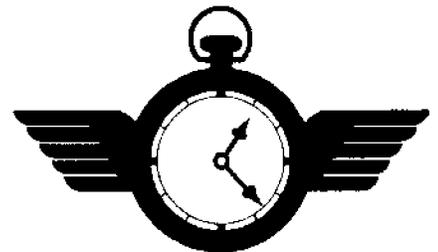
11 MONTHS To Go...

1. Set Date(s)
2. Meet With Total Plan Group
 - Determine Main Tasks
 - Name Committee Chairpersons
 - Agree on Objectives
 - Discuss Name of Tournament
 - Discuss Site(s) and Facilities Needed
 - Discuss Financial, Group and Individual Resources
 - Recruit Co-Sponsoring Groups and Committee Members

10 MONTHS To Go...

1. Meet With Committees, List Tasks
2. Write Committee Objectives and Schedule for Completion

A time line is a combination road map and calendar. It will tell you where to go and when.



3. Develop Preliminary Budget
4. Plan Program/Schedule
5. Discuss Publicity Alternatives
6. Select Sites and Facilities
7. Decide on Tournament Rules
8. Plan Evaluation
9. Plan Clean-up
10. Finalize Incorporation (if appropriate)
11. Reserve Accommodations/Housing
12. Meet with Total Plan Group
 - Give Committee Reports
 - Adopt Committee Plans
 - Discuss Event Timetable

9 MONTHS TO GO...

1. Determine Bonding, Insurance Needs, and Risk Management
2. Decide Publicity Plan/Ad Agency
3. Order Publicity Materials
4. Sign Contracts and Agreements for Sites and Facilities
5. Apply for Permits
6. Request Attendance of Judges and Quality Control Persons
7. Order Special Supplies, Equipment and Awards
8. Meet with Total Plan Group
 - Hear Committee Reports
9. Begin Recruiting Volunteers

8 MONTHS TO GO...

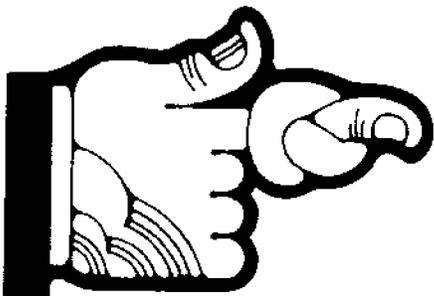
1. Meet with Total Plan Group
 - Hear Committee Reports
 - Adopt Tournament Timetable
2. Send Potential Exhibitors Information
3. Set up System to Process Registrations

7 MONTHS TO GO...

1. Meet with Total Plan Group
 - Hear Committee Reports
2. Begin Site Planning
 - Inventory Site Characteristics/Service Capabilities
 - Determine Functional Relationship Between Uses
3. Send Tournament Information to Potential Participants

6 MONTHS TO GO...

1. Meet with Total Plan Group
 - Hear Committee Reports
2. Begin Developing Site Plan
 - Prepare Base Plan
 - Begin Physical Arrangement of Activities on Site
 - Make Sure Electrical, Water and Other Such Needs are Met



5 MONTHS To Go...

1. Send News Release to All Media
2. Speak to Fishing Club and Civic Group Meetings

4 MONTHS To Go...

1. Print Signs, Flyers, Posters and Banners
2. Meet with Total Plan Group
Hear Committee Reports

3 MONTHS To Go...

1. Begin Construction or Acquisition of Booths, Props, Etc.
2. Invite Special Guests
3. Meet with Total Plan Group
Hear Committee Reports
4. Make Arrangements for Tournament Fish

2 MONTHS To Go...

1. Meet With Total Plan Group
Hear Committee Reports
Set Up Event Work Schedule
2. Begin Final Promotional Campaign
3. Order Special Food Supplies
4. Finalize Evaluation Process
5. Send News Release to Media

1 MONTH To Go...

1. Meet With Total Plan Group
Hear Committee Reports
2. Initiate Final Promotional Events
3. Finalize Physical Arrangements
4. Train Volunteers

1 WEEK To Go...

1. Send News Release
2. Get Scales, Polygraph, etc.

STAGE TOURNAMENT

1. Conduct Evaluation
2. Clean-up

WITHIN 1 MONTH...

1. Send Thank-you Letters to Helpers
2. Hold Evaluation Meeting
Present Evaluation Report
Present Financial Report
Begin Planning for Next Year

To increase your chances of success, you should be very careful in selecting a board of directors.

SELECTING A BOARD OF DIRECTORS

One of the most important factors in the success or failure of a saltwater fishing tournament is who is running the tournament. A major question is "Who is going to put in the long hours of work to see that a tournament is managed properly?" To increase your chances of success, you should be very careful in selecting a board of directors. Some of the key factors in organizing and re-electing a board of directors are listed here.

HOW MANY DIRECTORS DO YOU NEED?

Like any business organization you need to set up a board of directors large enough to handle the affairs of the corporation. For a fishing tournament corporation this could be anywhere from seven to 15 people depending on such things as geographic areas covered, responsibilities of directors, size of the tournament, number of officers and other factors.

If a tournament plans to select entries from a wide geographic area, it would be wise to select directors from several coastal and inland areas. If the tournament is very large and difficult to manage, it might require several directors with designated areas of responsibility. Also, since officers may be selected from or exclusively by the board of directors, you will need at least enough directors to fill all the office positions plus an additional five to seven to handle committee assignments and special projects. The number of directors should be stated in the bylaws of the corporation.

REPRESENTATION

Directors should represent several major divisions or management areas. Some of these areas were mentioned earlier and some were not. This is not a complete list and should be used basically as a starting point in setting up selection criteria.

Geographic Areas

Major fishing tournaments draw participants from throughout the state, and it makes good sense to have representatives on the board from at least all the major population centers as well as local representatives to handle much of the on-site work and planning.

Directors from these major population centers can assist in promotion, securing prizes (both cash and merchandise), and contacting participants and sponsors. The local group may work on general arrangements up until the tournament starts and then be relieved of some major responsibilities by their "out-of-town" directors during the tournament.

Areas of Interest

To attract and keep a person on the board of directors, he must be interested in tournament management. Thus, selecting board members with special areas of interest is very important. A person interested in tournament record-keeping would make a good choice for

director, as would someone who likes to promote activities and events. The key management areas of each tournament need to be filled with a person, preferably a director, who is interested in that particular tournament management area.

Experience

Nothing replaces the advantage of experience when it comes to running a fishing tournament, and nothing will replace an experienced director. The type of experience is important also, and some weight should be given to each director's tournament experience during the selection process. The final board should be balanced with all critical areas covered by experienced directors. Selecting a director with financial planning experience, for example, can help ensure successful financing of the tournament, while attracting a good promotor as a director could be useful in publicizing and promoting the tournament. A good balance between directors' areas of interest and experience can provide a major contribution to successful tournament management.

Tournament Resources

While experience, interest and geographic balance of your directors may be important, resources of individual directors can make the biggest difference in a successful tournament. Realistically, financial resources, influential participants, celebrities, major contributors and donations are all important resources for a fishing tournament, and having a tournament director who can attract these resources is very important. People who are prominent in the local community, region or state can, with the proper encouragement, be very helpful to the tournament. They may have business contacts, financial resources, equipment and materials, other prominent friends and political influence that can be used by the tournament. Do not abuse this person's influence, but use it wisely and nurture it for future tournament benefits.

Non-discriminatory

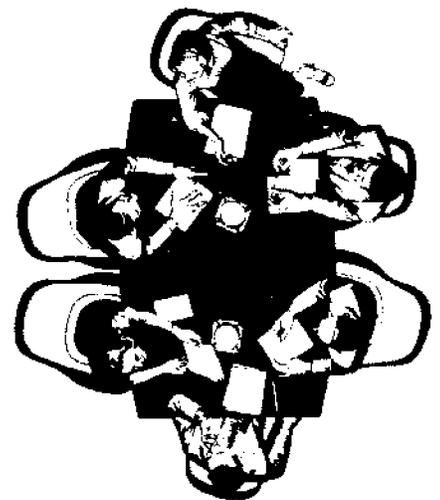
Boards need the most qualified individuals as directors regardless of race, physical handicap, sex, religion, sexual orientation or age.

TERM OF SERVICE

The length of each director's term on the board is important. It should not exceed two years for each elected period. The bylaws should include not only the length of each term, but also what to do when a director dies, resigns or is removed from the board. It should state the reasons a person can be removed from the board and how this removal is accomplished. The bylaws should also cover compensation for directors and reimbursement of expenses.

OTHER GOVERNING RULES

Once tournament organizers have established their goals and objectives and begin to write the bylaws, they should give a great deal of thought to how directors are to be elected and for how long.



Tournament coordinators should give a great deal of thought to how directors are to be elected and for how long, and other governing rules for the tournament corporation.

and other governing rules for the tournament corporation. As a minimum, the rules should cover all of the following:

1. Election procedures for new directors and re-election of current directors.
2. Terms of each director.
3. Removal of directors.
4. Filling vacancies that occur on the board.
5. Compensation of directors.
6. Meeting attendance requirements for all directors.
7. Selection of corporation officers by the board of directors.
8. Board of directors meetings – When, where, why and reporting requirements for the meetings.
9. Duties of the various officers.
10. Removal of officers and filling vacancies.
11. Standing committee designation and responsibilities.
12. Special rules and guidelines as needed.

SUMMARY

The selection of a board of directors for a fishing tournament corporation is one of the most important functions of the tournament management. Without the right people making the important decisions, the chances of success are greatly reduced and the future of the tournament could be jeopardized. In addition to a tested list of criteria for directors' selection, a well-written set of rules or bylaws to govern board actions is also critical.

INCORPORATION

Many tournament directors choose to incorporate their tournament organization. These directors realize that incorporation has several advantages. See Appendix A for a sample of articles of incorporation.

Advantages include:

1. The liability is limited to the assets of the corporation.
2. Capital can be raised by issuing stock. A corporation is more attractive to investors than other alternatives.
3. A corporation can last beyond the death of its owners and their principals. Corporate shares can be distributed to family members.
4. Shareholders can more easily transfer their ownership interest without dissolving the corporation.
5. The capital base of a corporation can be expanded by selling additional shares.
6. It is a separate legal entity, and a part of the owners can sue, can be sued, and can enter into contracts.
7. Because corporations are superior to a proprietorship or a partnership, there are tax advantages such as pensions, profit-sharing, and stock-option plans. These are favorable to the owners of the corporation.

Some of the disadvantages include:

1. The time-consuming maintenance of corporate records. Owners of the corporation are required to file two tax returns, one as an individual and one for the corporation.
2. Financing obtained by a corporation may also require a personal guarantee, which effectively limits liability advantage.

NON-PROFIT INCORPORATION

Tournament organizers who conduct the contests for charitable organizations may wish to consider forming a not-for-profit organization that will operate the tournament. There are some specific advantages and disadvantages to a non-profit corporation.

Probably the most obvious advantage is the exclusive opportunity for tax exemption at the federal, state and local level. The second major advantage would be privileges concerning tort liability. Essentially, the degree of liability is limited to harm or damages resulting from the agents of the non-profit corporation. Non-profit corporations can legally solicit donations, gifts and general contributions from the public, and generally have mailing privileges that reduce communication costs with their public. Non-profits are exempt from collective bargaining and may be exempt from certain imports and custom duties.

On the other hand, the organization is subject to close government scrutiny, and corporate reports are considered public documents. The non-profit corporation is required to keep records as required by the state for incorporation, and incorporation involves certain costs.

TAX-EXEMPT STATUS

Although the tax-exempt status of non-profit organizations may tempt tournament organizers to file for non-profit status, they should keep in mind the requirements set forth by the Internal Revenue Service in order to be granted tax-exempt status. These include the following:

Participation in any political campaign is not allowed under any circumstances.

Corporate earnings of the corporation cannot privately benefit shareholders or individuals within the corporation.

Lobbying to influence legislation cannot be any major part of the non-profit's effort.

The corporation must be organized and operated for one or more of the following special and specific purposes:

1. For religious, educational, charitable and scientific or literary purposes
2. Testing for public safety
3. To foster certain national or international sports competitions
4. For the prevention of cruelty to children or animals

These basic requirements must be found as a constant in the Articles of Incorporation, the Bylaws, the daily operations and activities of the non-profit corporation.



STEPS TO INCORPORATE

The following basic checkpoints are inevitable in incorporating.

1. Set forth the purpose and the structure of the organization, i.e., bring the possible incorporators together and attempt to establish the general purpose and structure.
2. Form at least a temporary board of directors and draft the articles of incorporation.
3. Establish street and mailing addresses.
4. If forming a for-profit corporation, determine whether it will be a regular corporation or a closed corporation.
5. File articles of incorporation with the Secretary of State.
6. When you receive the certified copy of incorporation, file it at the county courthouse.
7. Develop procedures for running the organization, (i.e. the bylaws), develop specific goals and objectives and a plan of action for your corporation.
8. Develop a budget for the first year of organization.
9. Develop plans to facilitate the organizations.
10. Hold the first official meeting to adopt the articles of incorporation, adopt the bylaws, elect officers and direct the appropriate member to pursue development of the tax exempt application.
11. Establish recordkeeping and bookkeeping systems.
12. Apply for tax-exempt status if it is a non-profit organization.
13. File the required employer registration forms for income tax withholding with federal and state agencies.
14. Submit your application for state sales tax exemption.
15. Notify your state employment agency about state unemployment insurance.
16. Notify the local tax assessor of your property-tax exemption.
17. Secure liability insurance to protect the assets of the organization.
18. Apply for a non-profit bulk mail permit from the U.S. Post Office.
19. Develop a plan of action based on the goals and objectives of the organization and begin implementing that plan.

ESSENTIAL ELEMENTS REQUIRED FOR THE ARTICLES OF INCORPORATION

1. The name of the organization to be incorporated
2. Purpose of the organization
3. Location of the corporation
4. Names and address of persons to be named directors

MINIMUM RECORDS TO BE MAINTAINED BY THE CORPORATION

1. Articles of Incorporation
2. Bylaws



3. IRS records and correspondence
4. Minutes of all meetings
5. Correspondence
6. Insurance coverages
7. Income tax forms – A tax-exempt organization must file (using Form 990) annually with the IRS. If the non-profit's gross income is less than \$25,000, a portion of this form must be filed to maintain the 501C-3 status. If income exceeds \$25,000, the report must be filed by the 15th day of the fifth month after the close of the organization's annual accounting period.
8. Employee reports – If the corporation has employees, appropriate reports must be filed for FICA, withholding and unemployment insurance.

SITE PLANNING FOR YOUR TOURNAMENT

Site planning or design is critical. Once a site is selected, it becomes the focal point for staging all activities related to your tournament. Inadequate attention to the arrangement and placement of structures, activities and services can cause an otherwise good tournament to have major problems.

WHAT IS A SITE PLAN?

A site plan shows the physical arrangement of facilities, activities and services on a site. The detail of the plan will vary depending on the use for which it is intended.

Several site plans may be produced to accommodate different uses. For instance, a site plan for visitors to the event should only locate elements necessary to inform and direct them to activities, exhibits, entertainment, parking, exits, restrooms, first aid stations, and other essentials. It should avoid too much detail and clutter.

Another site plan may be required to plan and coordinate the tournament itself. More detail will be required. Electrical supply, water outlets, proposed booth locations, structures and other pertinent features will be required.

BENEFITS OF A SITE PLAN?

A good site plan will assist tournament directors by providing the following services.

- ☛ It will provide information and direction to tournament participants and spectators. A site plan locating the weigh-in station, restrooms, telephones and concessions will help people unfamiliar with the site.

- ☛ A site plan will facilitate better communication among those involved in the tournament by describing each activity that will take place at your tournament site. This will assist contestants, exhibitors/sponsors, volunteers, security and safety personnel, utility companies

Unless the site is predetermined, the full range of event requirements should be assessed before final site selection is made.

(if appropriate), and marina and dock management in knowing where all activities are taking place.

• The site plan also provides a historical record for future tournaments. A site plan is a recordkeeping device that is one method of evaluating the physical layout of your event.

• A plan will allow for planning control by reducing conflicts and providing functionality.

SITE SELECTION

Selecting a tournament site requires more than a casual knowledge of tournaments. Unless the site is predetermined, the full range of event requirements should be assessed before final site selection is made.

Basic considerations

- ✓ Accessibility to the bay or area in which fishing will take place
- ✓ General public awareness and visibility of the site
- ✓ Parking and boat launch
- ✓ Attractiveness of site
- ✓ Space for exhibits and other planned activities
- ✓ Utilities – water, electricity, telephone, etc.
- ✓ Vehicular access to site from major highways, and public transportation
- ✓ Vehicular access on-site for emergencies, service delivery, trash pickup, etc.
- ✓ Opportunity for growth/expansion

SITE-PLANNING STEPS

There are five basic steps in developing a site plan. They are listed and described below.

1. Determine the Program of Uses.

In this step you should develop a list of all tournament activities and services that are needed. Determining the program of tournament-related activities for a site will come from the collective input of committees responsible for planning the event. This step actually requires little knowledge about the site itself, and is used to determine the type of site(s) needed. The following is an example of major considerations:

Programming – all activities and services that make up the tournament. Examples include boat dock, piers, the weigh-in station, the freshness evaluation lab, stages for any entertainment, booths for exhibitors and sponsors, and food concession stands.

Logistics – all support services and activities necessary. Examples include security, trash disposal, parking, entrance control, vehicular traffic, pedestrian traffic flow, electricity, water, toilet facilities, first aid, telephones and storage.

Administration – all support uses required for management of

A SITE PLAN:

- ◆ Provides information and direction
- ◆ Facilitates better communication
- ◆ Provides a historical record
- ◆ Allows for planning control

personnel, volunteers, cash, etc. These include management control center, registration area and score-keeping area.

Each proposed use should be described in sufficient detail for the site preparation committee to know exactly what is needed. Knowing exactly what the site will be used for will assist the committee in choosing the best site to sufficiently handle all the needs of the tournament.

2. Inventory and Analyze the Site.

When a site has been selected that will meet all tournament programming, logistic and administrative needs, a base map should be developed in this phase. It should include a scale of 1 inch = 40 feet or smaller to permit sufficient detail for locating booths, exhibits, stages, weigh-in stations, restrooms, etc. Other items to include are a north arrow to provide orientation, a legend to define symbols, numbers or colors used to identify items, and a vicinity map to locate the site within the city or area.

Aerial photographs, topographic maps and soil maps of the site are of great assistance in this part of the planning process. Site features that might be included on the base map include vegetation (types and locations), topography (classification of slopes, drainage, etc.), structures, roads, pedestrian walkways, fences, parking lots, electrical, water supply and other utilities, vehicular access, open areas, prevailing winds, patterns and intensity of precipitation, and other significant site features that may limit or enhance proposed uses.

3. Identify Functional Relationships Between Uses.

Each use (programming, logistics or administration) is examined for physical and service requirements as well as how it complements or competes with other uses. Each use will have its own physical and service requirements. Information developed from the program development phase is used in this step. Two examples of specific uses are:

Food Concessions/Booths Requirements:

- * Determine local/state health ordinance requirements.
- * Determine support requirements for each: booth size, water, electricity, tables and chairs.
- * Locate and allow ample room for service to area (ice, supplies).
- * Avoid locating near stages.
- * Avoid locating near restrooms.
- * Food/drink booths should be centrally located.

Restroom Requirements:

- * Determine local/state health ordinance requirements.
- * Include at least one toilet for every 100 people in attendance (check local ordinances).
- * More toilets will be required if days are warm and if beer and soft drinks are sold.
- * Avoid locating near food concessions.

Getting the stamp of approval and the financial backing from an established group is sometimes a difficult task.

- * Rental companies must be contacted early to ensure availability.
- * Locate to permit easy access for service truck.

Similar lists should be developed for other facilities such as the weigh-in station and any tournament-related activities. Then each facility or use should be compared to the others in an attempt to position related uses together and conflicting uses separately.

4. Develop Design Alternatives.

The development of alternative design solutions by fitting program uses to the site is an important step. A variety of alternatives should be considered in an effort to make optimum use of the site. Aesthetics, pedestrian circulation, visibility, safety, access roads, parking, exhibits, and other activity/service functions should be included. This phase should include review and comment by all event committee chairpersons and any others who might have a significant role in event planning or operations. Their insights into their individual areas of responsibility can indicate important logistic considerations that may have been overlooked in previous planning phases.

5. Select a Site Plan.

The final step in the process of developing a site plan is the preparation of a detailed scale drawing, locating activities, structures, roads, walkways, and other elements necessary for communicating with the various event support groups and participants. After the site design is complete, detailed construction plans may be necessary for certain structures/elements. Architectural style, drawings and specifications may be required if the plan is used as a master plan for major site improvements.

GETTING ENDORSEMENTS

In many cases, organizers are looking for support from the local chamber of commerce, perhaps from local government, and certainly from the merchants who can be expected to gain from the tournament. Getting the stamp of approval and the financial backing from an established group is sometimes a difficult task.

Basically, building public support for a fishing tournament is based on the organizers' and promoters' ability to identify the needs of their potential clients, and selling the target audience on the benefits to be derived from the event. The following questions should be helpful in selling your tournament.

DOES THE TOURNAMENT APPEAR CREDIBLE?

In each case, the organization's first goal is to establish credibility. This credibility evolves in several ways.

1. Consider the individual reputations of the organizers and promoters. On your tournament committee you need leading citizens and persons known for being ethical or essential and for following through on their commitments.

2. A second consideration is to establish networks with all those organizations and individuals with whom you hope to gain support. This, of course, means working carefully and sensitively with each. Most often this is accomplished by soliciting advice and involvement in your effort.

3. The overall content, purpose and nature of the event must be carefully considered when you are seeking support. All too often, a fishing tournament may simply be dropped on the chamber of commerce or an elected body without adequate preplanning or consideration. The event may be a high risk venture that is a liability for the organization, or some incident may occur that tarnishes the community's reputation. The group from which you are seeking support needs to be assured this won't happen.

IS IT ECONOMICALLY SOUND?

Another major consideration is to inform potential supporters how the event will benefit the community economically. An excellent starting point would be to advise the chamber and elected officials of the overall value to the tourist industry, while indicating as near as possible, based on solid data, what you realistically expect will result from the event.

DOES IT SERVE THE PUBLIC INTEREST?

The chamber and elected officials also should be told how the event will serve the general public's interest. As an example, attracting tourists to a tournament often results in facilities and opportunities that are not sustainable solely by the local taxpayer, so organizers can point to the otherwise unavailable benefits and opportunities that the community will gain.

IS IT WELL-PLANNED?

In seeking public support, make sure that you have a thoroughly developed plan of action for organizing, promoting and evaluating your tournament. Too often, the chamber of commerce or the elected body hasn't the time or personnel to take on additional responsibilities.

In many situations, one or both of these groups will inherit the unfinished effort and will be hard-pressed to carry out an event begun by individuals who were unprepared, inexperienced or incomplete. Your ability to demonstrate that you are capable, competent, well-organized and a "finisher" will make a great difference in getting support.

Look for opportunities to increase community involvement beyond the local officials. Every option for building grassroots support is extremely important. Use the media to keep before the public the event and its worthiness, and the people who are involved in the effort. Maintain a consistent effort to recognize and reward individuals and organizations that support the effort.



Within your organization, evoke a strong commitment to completing tasks that are vital to successful events. A positive "can-do," fun atmosphere cannot help but affect others in a similar fashion. Develop a system for documenting and evaluating the event, such as being able to prove fiscal responsibility.

Be able to ascertain the wants and needs of the attendees. Be in a position to show how you are serving these needs, and, more importantly, how you can adjust to complaints and unmet needs.

As the event develops, organizers should be able to develop more convincing arguments and a data base that will help elicit more community support (i.e., economic impact, non-resident funds expended for motel rooms, meals, purchase of gasoline, fishing equipment, entertainment).

A FLOOR PLAN FOR SUCCESS

Analyze your existing situation and identify the key decision makers and organizations that are missing from your support group. Carefully study these individuals and organizations, and develop an individual plan to gain support for the one organization or person you value most.

Have your most eloquent spokesperson present your case to this organization or individuals. Present why you need help and why the proposed tournament will be good for them and the community.

Having analyzed your current situation, identified your needs or missing support, pinpointed potential supporters and investigated their unique contributions and possible relationship to your effort, all that remains is to collect your data and organize it into a convincing case. Then go sell your event to those from whom you need to gain support.

VOLUNTEERS

Good volunteers are just like anyone else. They are not necessarily waiting in the wings, ready to leap out and assist you with whatever you want to do. You have to go after them . . . recruit them. And recruiting volunteers is rather like fishing for perch. You have to know where they are and what type of bait to use.

PREPARING FOR VOLUNTEERS

First determine your needs. What parts of your tournament organization have inadequate professional assistance or staff time? What special skills would enhance the event? What new activities do you need to prepare for in the future?

Prepare a job description for each volunteer position. Be as specific as possible; include needs to be accomplished, time required, and accountability. Try to make the task appealing — feature the uniquenesses and the rewards and fun. Be clear — avoid misleading statements or hard sell.

PRESENT YOURSELF WELL

The following checklist offers points you should consider as you develop your presentation.

- ✓ What is your mission?
- ✓ What are your strengths?
- ✓ What are your weaknesses?
- ✓ What are you doing that currently attracts participants?
- ✓ Do you have a system for evaluating your endeavors?
- ✓ What is your current relationship with elected officials?
- ✓ What have you done to develop your relationship with the media?
- ✓ What is your image with the attendees?

Develop an orientation plan, and be sure each volunteer receives this orientation before starting to work. The orientation should include the purpose of your tournament, why you are staging it, how it will be handled and what that particular volunteer's job is, and how that job fits into the total effort. Identify the major leader for the tournament, and outline all rules and policies.

With volunteers, several points should be remembered.

1. Consider each volunteer's rights before assigning people to tasks. Volunteers have the right to be treated fairly and to be well-informed about the job.
2. Work should be meaningful and enjoyable. Consider an assignment rotation system; don't give the same volunteers the same dull tasks each time. At the same time, don't burden the most dedicated with the tougher tasks all the time.
3. Recognize volunteers for work well done. Anyone who is willing to donate spare time needs to know that he or she is doing something useful and meaningful. Keep records, and consider giving prizes to those who do outstanding jobs. At the least, thank everyone as the work proceeds.

RECRUITING VOLUNTEERS

The most effective recruiting technique is simple person-to-person. Happily placed volunteers are the most successful recruiters. Make public presentations to solicit help — the more informal, personal and smaller, the better. Go after groups that have successful track records of volunteerism, such as clubs, churches and service organizations.

A 1981 survey of volunteers revealed that most were asked to volunteer by someone or else they learned about the position through participation in an organization, service group or religious group, or through a family member or friend who was already participating. The best recruitment approach is still a personal one, and the best recruiter is another volunteer.

SCREENING VOLUNTEERS

Tournament organizers should have a simple screening process to help assign volunteers to the most appropriate task. This should include a survey in which the volunteer indicates his or her needs, experience and expectations, a job description, needed skills and commitments, an agreed-upon work schedule and time commitment, and the duration of the assignment. If yours is an ongoing tournament, the volunteer should have an opportunity to see historical files on the event and to review the work cycle.

PLACING AND SCHEDULING VOLUNTEERS

You must be as flexible as possible when scheduling volunteers, but dependability is mandatory. Volunteers are usually busy people. Patience in working them into your event will pay off. Explain if

The best recruitment approach is still a personal one, and the best recruiter is another volunteer.



flexibility is limited because of deadlines or scheduling subsequent events, but respect the volunteer's time and scheduling problems.

SUPPORTING AND MANAGING VOLUNTEERS

Keep in mind the expectations of the volunteers, their abilities and their knowledge. Constantly work to share ideas and explain procedures and the process to your volunteers. Invite them to suggest a better approach. Recognize volunteers both formally and informally. Constant consideration and recognition is an essential requirement. Some effective methods of recognition might include a letter of recognition, recognition at a post-tournament event such as a banquet or reception, plaques and certificates.

LEGAL LIABILITY AND RISK MANAGEMENT

A new phrase, risk management, should be added to the vernacular of the tournament director. Managing legal risks is a director's responsibility for protecting the tournament and its volunteers against damage losses from tort liability. Sponsors of fishing tournaments may be exposed to tort liability resulting from participant and spectator injuries associated with the tournament. They may also be exposed to law suits arising from disgruntled participants who disagree with a tournament judge's ruling.

A tort, meaning "wrong," describes a group of transgressions, other than breach of contract, for which a court will grant an award of damages. The law of torts is concerned with the monetary compensation for losses based on injuries suffered by a volunteer, spectator or participant in a fishing tournament.

IMPLEMENTING RISK MANAGEMENT PROGRAMS

A risk management program involves identification of a tournament's potential tort risks and attempting to control and minimize these risks. Risk management has four basic components. Each is important for tournament directors to understand (see illustration).

1. Identification

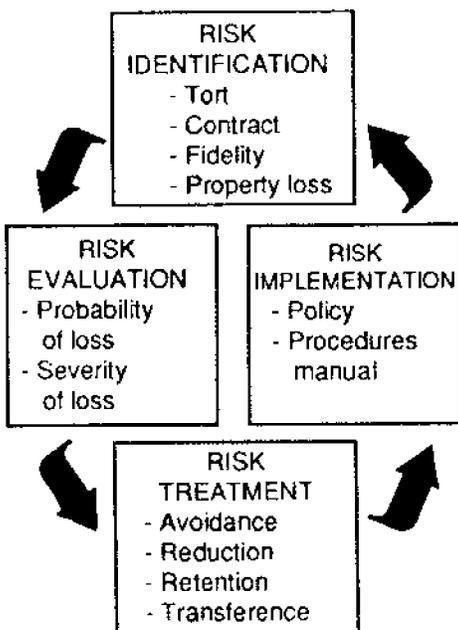
Tort liability involves a complex amalgamation of risks in areas of negligence, slander, libel and assault. Other risks faced by the tournament include contract liability, property loss and fidelity losses. A reasonable and prudent tournament director should inventory agency risks prior to undertaking any management program.

2. Evaluation

Risk frequencies, accident probabilities and monetary estimates of loss are key components in the evaluation process.

3. Reduction/Transfers

Many options for reducing or transferring risk are available at different cost levels. Reduction techniques include safety inspections,



recordkeeping and review, volunteer training and awareness of liability. Retention is a form of self-insurance that may include an insurance policy. The sponsor retains the risk up to the deductible (\$5,000), and in essence is retaining up to that amount of risk. Risk transfer places the burden of loss on another party. Typical techniques include liability waivers, issuance, leasing, or service contracts with independent contractors.

4. Administration

A program commitment is a key part of this phase of risk management. Tournament sponsors should not only adopt a policy statement pledging support for such a program but also operationalize the statement through inspection and other appropriate measures.

RISK IDENTIFICATION

Legal liability infers a responsibility between parties cognizable and enforceable by the courts. It is to be distinguished from the judicial process, which determines liability. The filing of a lawsuit and a finding of liability are not synonymous terms.

Legal liability can be separated into criminal and civil liability. The distinction between them lies in the interest affected and the remedies available. A crime (criminal liability) is an offense against the public at large, for which the state, as the representative of the people, will bring proceedings in the form of a criminal prosecution. A criminal proceeding is not concerned with compensation of the victim but in protecting public interest by punishing the offender. Thus, a fishing tournament sponsor may seek criminal charges against a participant for submitting an illegal fish to defraud the sponsor from prize money.

Civil actions are usually based on contractual or tort liability. The differences lie in the interest to be protected. Contractual liability is created to protect the interest in having promises performed while tort liability is concerned with unreasonable interferences with the rights of others. The field of tort law includes many kinds of actions because of the variety of interests involved. Torts are generally divided into intentional torts and negligence. The distinguishing feature between them is intent.

PARTIES SUBJECT TO TORT RISK

Every person associated with a fishing tournament may be liable in money damages for a wrongful act. When one person acts on behalf of, or under the direction of, another person, then both may be liable. Thus a director has the same degree of liability as the volunteer provided the volunteer is acting within the scope of his responsibilities. This is called the doctrine of *respondeat superior*.

Tournament Sponsors

Public agencies: The cloak of governmental immunity does not provide blanket protection for cities and state agencies if they are

Every person associated with a fishing tournament may be liable in money damages for a wrongful act.

DEFINITIONS

Negligence – the failure on the part of the tournament sponsor, or its volunteers, to exercise ordinary and reasonable care to prevent injury to others.

Ordinary care – that level of conduct that would be exhibited by a person of normal prudence under the same or similar circumstances.

involved in running fishing tournaments. Governmental responsibility for torts of its agencies and employees is the trend in Texas (V.T.C.A. Civil Practices and Remedies Code §§101.001-.109). In general, the Texas Tort Claims Act limits the immunity previously enjoyed by the state, its agencies and political subdivisions. Other states may be following the same trend, as well. Be sure to check state civil codes when developing a risk management plan.

Private Sponsor: No immunity exists for non-profit sponsors. The doctrine of charitable immunity does not apply to fishing tournament sponsors. Liability for sponsors is based on *respondeat superior*, when a volunteer causes an injury.

Tournament Director

As a general rule, a director is not liable for the tortious acts of his subordinates unless he directs, participates in or ratifies the conduct. Liability for the director can arise if the injured party can show that his injury was proximately caused by the director's negligence.

Tournament Volunteers – Individual Liability

Notwithstanding the doctrine of governmental immunity, volunteers are not cloaked with immunity, and they may be individually liable for their tort. They may spread this liability to the tournament sponsor through the *respondeat superior* doctrine.

TORT RISKS

Fishing tournament associations and their volunteers take calculated risks when they run a tournament. Accidents can and do happen, but the mere fact that a participant is injured does not mean that the agency and its volunteers are liable for damages. Liability arises when the injured party can prove that the tournament sponsor and its volunteers breached a legal duty of care, thereby causing the injury. Without this proof, there is no liability.

Negligence

The predominant type of tort risk for the tournament sponsor is negligence. Negligence is the failure on the part of the tournament sponsor, or its volunteers, to exercise ordinary and reasonable care to prevent injury to others. Ordinary care is that level of conduct that would be exhibited by a person of normal prudence under the same or similar circumstances.

Since state laws vary on the qualifications for an individual to recover damages, and it would be impossible to cover all here, we will look at one state system as an example. Under Texas law, a person injured while participating in a fishing tournament may only recover damages when there is:

- (1) a legal duty of the tournament sponsors or volunteers to conform to the standard of care of a reasonable and prudent person;
- (2) a failure to conform to the standard required;

(3) a reasonably close causal connection between the conduct and the injury; and

(4) actual loss or damages.

In negligence cases, proof of these elements involves questions of fact and law. The court decides questions of law, and the jury, questions of fact. The issue of the existence of a legal duty is a question of law for the court. To meet the first test of actionable negligence, a legal duty must exist between the tournament sponsor and the person injured. This legal duty of care may arise by contract, statute or common law. In the case of fishing tournaments, the sponsor's legal duty of care to participants is derived from common law or contract law.

SITUATIONS GIVING RISE TO NEGLIGENCE CLAIMS

Facilities

A tournament sponsor's liability for participant injuries depends on its ownership, possession, or control of the premises. Generally, a landowner is liable for visitor injuries caused by a defect on the premises. An exception to the owner liability rule arises where the legal owner transfers possession and control of the premises to a tenant. Under landlord/tenant law, the tenant becomes liable for visitor injuries. Thus, a tournament sponsor that is a legal owner, or a tenant, of the premises may be liable for participant and visitor injuries. But when the tournament sponsor is merely a user of the premises, and not the owner or tenant, the legal risks remains with the owner.

As an owner or tenant of the premises, the legal duty of care required of the tournament sponsor depends on the status of the participant. Generally, the participant in a fishing tournament will be classified as an invitee. This is the highest status accorded in law to a participant and it requires a corresponding high duty of care of the sponsor. A fishing tournament sponsor's legal duty of care to participants (invitees) can be expressed as an obligation to:

- (1) inspect the premises (boat ramp, docks, weigh station, etc.) to discover hidden hazards or dangers;
- (2) repair or remove the hazards, or provide adequate warnings of the hazard's presence;
- (3) conduct operations on the premises with reasonable care to provide a safe environment for the participant and visitor; and
- (4) keep the premises in reasonably safe repair.

Although this obligation is great, the tournament sponsor is not the guarantor of the participants' safety. The law imposes a duty of care on the participant (invitee) to avoid known and obvious dangers. Thus a participant, warned of a hazard, has a legal duty to avoid it.

Operating the Tournament

With respect to a fishing tournament conducted under their auspices, sponsors have the legal duty to exercise reasonable care to prevent unreasonable risks of harm to participants and spectators.

This general duty of care translates into an obligation to:

- (1) provide adequate supervision and control of the program;
- (2) exercise due care in the selection and training of volunteers;
- (3) establish and enforce rules for the maintenance of safety and discipline in the tournament;
- (4) provide suitable equipment and facilities;
- (5) warn participants of the unique and particular risks in a tournament (weather and seas);
- (6) develop procedures to provide proper medical assistance for injuries; and
- (7) institute and follow emergency procedures for transporting injured persons to appropriate medical facilities.

Practices and procedures will vary from tournament to tournament; however, the legal duty of care to participants remains constant.

CONTRACTUAL VIOLATIONS

Law suits also may arise from disagreements over decisions made at a tournament. When thousands of dollars are at stake, a participant could easily convince himself that it wasn't his poor fishing or inability to abide by the rules that caused him to lose the tournament, but the tournament director's bad judgement calls or vague rules that were the problem.

The rules established by the tournament and printed in the tournament program are considered a contract. The tournament sponsor agrees to give a set prize to the contestant bringing in the heaviest fish that meets the qualifications spelled out in the rules. Conflicts arise when a participant believes he would have won the tournament had his fish not been disqualified, and he accuses the director of a breach of contract – failure to give him the prize money for a fish he will claim should have qualified.

The major deterrent of these types of suits is clarity of rules. It behooves a tournament sponsor to remove all ambiguity from the tournament rules and regulations. If, to avoid entry of fish caught prior to the tournament, a director requires all fish to be in a fresh condition to qualify, he should clearly spell out the standards of freshness (see chapter 7 on checking for freshness). The terms of disqualification of entries and filing of protests also should be explained in detail (see chapter 7 on disqualification of entries).

WAIVERS AND DISCLAIMERS

One popular method of avoiding lawsuits is to have contestants sign a disclaimer saying they will not hold the tournament responsible for injuries sustained during the tournament or sue the tournament for breach of contract. Tournament directors should be aware that the use of liability waivers or disclaimers as a risk management tool will not stop lawsuits. Good lawyers easily can, and often do, persuade courts to invalidate disclaimers.



Disclaimers are typically invalidated on three basis: (1) the statement is contrary to public policy, (2) ambiguities in the agreement make it difficult to determine the extent of rights waived, and (3) minors or their parents signed the waiver. Given the penchant of courts not to enforce liability waivers and disclaimers, tournament directors should not place a great deal of reliance on them to avoid suits.

So, what good are they? Used with a risk management program, they can discourage lawsuits and enhance legal defenses by increasing participant awareness.

Many people who sign a disclaimer or waiver have the mistaken belief that they cannot sue the organization because they have given up this right. This belief can further be reinforced if the waiver has all the indications of a legal document. This can be a strong deterrent, especially to the "nickle-and-dime" injury claims.

If the participant does sue, the waiver can help in the tournament director's defense. Liability waivers that inform the participant of known risks preclude the participant from claiming lack of knowledge of the potential hazards involved in boating and fishing.

When drafting waivers or disclaimers, be sure to be as clear and unambiguous as possible. It would be wise to seek the advice and assistance of an attorney in preparing and using liability waivers.

SUMMARY

Accidents and injuries can occur anywhere and sponsors of fishing tournaments are not immune from the occasional accident. Although each accident case should be treated as a potential liability risk, the law does not require that a sponsor be the insurer of a participant's safety. Disagreements over regulations and rulings also can occur in the best of circumstances.

The law requires that a tournament be organized and conducted with the level of skill exhibited by a reasonable and prudent sponsor to prevent unreasonable risks of harm and to prevent any misunderstandings as to the rules or contract of the tournament. As risk of harm increases, so does the sponsor's responsibility to advise the participant of the risk or to take remedial action to keep it from becoming unreasonable.

TOURNAMENT REGISTRATION

Registration is another activity that will take some advance planning and forethought. The method of registration must be decided far enough in advance to be able to include it in all tournament literature.

Registration by boat appeals to some tournament directors. Others prefer to register individual contestants. There are some advantages in each system. Perhaps the type of tournament, the physical arrangement of the weigh-in station, the kind and amount of prizes, and target species should be considered in determining how contestants are registered.

Used with a risk management program, waivers can discourage lawsuits and enhance legal defenses by increasing participant awareness.

BOAT REGISTRATION

If the target species are caught and landed primarily by boat, the weigh-in station is dockside and accessible by boat, and there is a cal-cutta associated with the tournament, boat registration may be the best choice.

The captain of the vessel registers the boat in the tournament. The vessel name, make, length, U.S. Coast Guard Documentation or State Registration Number, and VHF radio call numbers are recorded. The name, address and phone number of the captain also is listed. The boat is assigned a tournament ID number for recordkeeping purposes. A sticker or decal with the ID number may be issued for placement on the windshield.

The registration fee assessed each boat will be considerably higher than that for an individual. Fees may range anywhere from \$100 to \$500 per boat depending on the size of the tournament and the value of the prizes.

The tournament rules may restrict the number of crew members allowed aboard the boat per trip, but may permit any number to participate over the duration of the tournament. In such a case, the captain is required to maintain a daily log of pertinent information concerning the identity of the crew and the vessel's activity.

Arrangements for dividing prize money is the captain's responsibility. A common method is to divide it into equal shares for the captain and each crew member with an extra share going to the boat.

Some advantages of the boat registration system are:

1. Providing a higher registration fee, thereby increasing tournament profits.
2. Discouraging pooling of fish. For example: One person in the boat registers in the tournament at a nominal fee and several others aboard may give him their fish.
3. Increasing efficiency at weigh-in station. Time and energy are saved by weighing fewer fish. Only the largest three or four fish aboard the boat are weighed. Otherwise, officials must weigh each crew member's fish separately.
4. Simplifying record keeping. Fewer fish and contestants are involved.

INDIVIDUAL REGISTRATION

If a fishing tournament has a wide variety of categories, including many inshore species, or if the weigh-in station does not have docking facilities for boat access then perhaps contestants should register individually.

Most often individuals register by purchasing a ticket that entitles them to compete in the tournament. The ticket may be serially numbered with a 3- x 5-inch information portion retained by the tournament and a matching stub retained by the contestant. The contestant's name, address and phone number should be listed on the card that is filed alphabetically and becomes part of a dual recordkeeping system.



Individual contestant fees may range from \$5 to \$50 depending on the size of the tournament, number of categories, and value of prizes.

Most often charitable organizations, civic clubs, chambers of commerce and sport fishing clubs choose the individual registration method because of the manpower and other resources available to them for reaching large audiences.

Some advantages of the individual registration method are:

1. Making participation in the tournament available to bank, jetty, pier and wade fishermen.
2. Making the tournament more affordable and appealing more to the "casual" sport fisherman.
3. Encouraging donation of the nominal registration fee to the tournament by non-participating contestants.
4. Increasing the possibilities for weigh-in station site location because water access is not essential.

NECESSARY INFORMATION

Whatever system is used, several things must be done during the registration period. All necessary information about the contestant must be obtained at this time. This is necessary because the recordkeeping system must be set up and ready to go when the weigh-in station opens.

In some cases a tournament director may include a brief information-source question or set of questions to determine the most effective means of promoting future tournaments. A "check-off" or "circle" response could be used to find out how the contestant learned about the tournament, i.e., television, radio, newspaper, word of mouth.

At the time a contestant purchases a ticket or registers in the tournament, he should be given a copy of all the rules and regulations. If International Game Fish Association rules are used, the contestant should be given a current copy of the rule book. In some "big-money" tournaments, it may be advisable to have the contestant sign an affidavit stating that he has read, understands, and agrees to abide by all the tournament rules and regulations. If not listed in the rules and regulations, a copy of the fish freshness standards required by the tournament and perhaps some suggestion on how to maintain them should be given each contestant (see Appendix H).

The registration period is probably the only time tournament officials and contestants will meet face to face prior to the weighing of fish, so all important business should be handled at that time.

TOURNAMENT RULES AND REGULATIONS

A good set of rules and regulations is one of the most important factors in conducting a successful fishing tournament. Adequate time and consideration should be given to their formulation.

At the time a contestant purchases a ticket or registers in the tournament, he should be given a copy of all the rules and regulations.

NOTES

ESTABLISHING CONTEST RULES

The primary purpose of having a good set of rules is to enable officials to manage a tournament efficiently and fairly with a minimum amount of confusion and controversy. It would be extremely difficult for a first-time tournament director to imagine the variety of controversial situations that may arise during tournament competition. For this reason, rules and regulations of several popular tournaments in Texas, as well as the International Game Fish Association rules are listed in Appendix E of this handbook. Prospective tournament directors are encouraged to study these and select the ones best-suited for their tournament.

The purpose of a particular rule may not be readily discernible to an inexperienced person. Therefore, it may be helpful to examine some general categories of tournament rules.

Means of Catching Fish

These rules are designed to ensure tournament fish are caught by sportfishing methods only. Shrimp trawl, beach seine, gill net, hoop net, trammel net, traps, speargun, longline, trotline, rotenone, electric shock, explosives and harpoons are usually not considered sportfishing methods.

Means of Landing Fish

Most tournaments allow the use of a landing net or gaff only while landing the fish. For safety purposes, some tournaments allow large sharks, rays and gars to be shot with a gun just prior to landing. However, shooting is not allowed in International Game Fish Association rules.

Gear Restrictions

These rules are designed to set limitations on use of sportfishing gear. They cover such things as leaders, kinds and number of rods and reels, etc.

Fish Quality Requirements

Fish-quality requirements give the tournament officials some control over when and how fish are caught. It may be difficult to eliminate entries that are caught only a few hours before the tournament commencement date, but with adequate freshness tests, gross violations of tournament rules can be detected.

Fish freshness, mutilations and "altered from its natural state" restrictions will help disqualify fish that are bought from seafood dealers or commercial shrimp boats or that have been previously frozen, netted, trapped, gilled or shot. They also are designed to help disqualify entries that are loaded with extra weight or unnatural stomach contents. Freshness standards that are required by the tournament should be listed somewhere in the rule book or information brochure.

Eligibility Requirements and Restrictions

These rules designate the species categories and divisions in which contestants may compete. They may be related to the fee structure, contestants' ages, sex, or numbers of fishermen per boat. They may also designate the dates, time of day or night, range and areas where fishing may take place.

ADMINISTRATIVE AND OPERATIONAL PROCEDURES

Some rules are designed specifically to provide smooth and efficient management of the weigh-in station. Identification decals, ticket stubs, unloading boats, disposal of fish, grievances or protests, tie-breaking, weigh-in station closing time, announcing of winners and awarding of prizes are all covered under these rules.

Characteristics of Rules

Tournament rules should possess the following qualities:

1. Simplicity – Be careful not to get bogged down with excessive technicalities or extreme, rare case situations. Try to keep rules at a reasonable number.

2. Clarity – Guard against ambiguity, vagueness, and extreme generality in the statement of tournament rules. Have them proofread and tested for double meanings and range of possible interpretation.

3. Purposefulness – Make sure the rules are functional, reasonable and workable.

4. Enforceability – Do not list any rules you are not willing to enforce. Not all rules are enforceable to the same degree, but at least some attempt should be made with each. An example would be: A contestant witnesses a large fish being caught on a pier. He purchases the fish from the one who caught it and enters it in the contest as his own. The fish passes the freshness test and wins first prize of \$5,000. A polygraph test is the only means to expose this kind of violation. Therefore, a polygraph requirement would be a suitable means to enforce a rule of this type.

Fair and Equitable

The number one rule in any tournament applies to the director. "All tournament rules will be enforced fairly and equitably with all contestants." One of the quickest ways to destroy the credibility of a fishing tournament is to make exceptions to the rules, play favorites, or make little or no attempt to enforce tournament rules.

Tournament rules and regulations should be in compliance with all state and federal game laws. At no time should a tournament director have a fish in his possession that does not meet state or federal length limits. However, directors should be cautious about placing themselves in the role of game wardens. Checking fishing licenses, counting bag limits, and measuring fish lengths is a time-consuming job, and perhaps is best left up to the authorities.

QUALITY RULES

Tournament rules should be:

Simple

Clear

Necessary

Enforceable

By most definitions, a calcutta is a gambling event. It may also be the major incentive for fishermen to participate in the tournament.

CALCUTTAS, POTS AND POOLS

Some of the larger and most successful tournaments have an associated calcutta, which, by most definitions, is a gambling event. The amount of the calcutta is usually much greater than that of prizes and awards for the various places in the tournament. It may also be the major incentive for fishermen to participate in the tournament.

The money in the calcutta is accumulated through a bidding process which is open to participants and associates. The person that gives the highest bid on a particular boat will share the calcutta prize with the captain and crew if his boat wins.

The organization and rules of the calcutta will vary with different tournaments.

Participation in the calcutta may be optional for contestants. Although the same fish are involved, the winners of the calcutta are evaluated separately from those of the tournament.

Pots and pools may or may not be sanctioned by the tournament. In some cases, they are planned by the participants without the director's knowledge.

Calcuttas, pots and pools are usually for the benefit of the participants, with no proceeds going to the tournament. The tournament will usually benefit from increased participation because of the potential calcutta winnings.

It is extremely important for tournament directors to understand that gambling is illegal in many states, and winnings from gambling are considered as taxable income by the Internal Revenue Service.

Before organizing a calcutta for your tournament, discuss the details with the director of a well-established tournament in your area. Also, investigate the gambling income reporting laws in your state as applied to calcuttas.

Be sure to familiarize yourself with the IRS current tax code as applied to gambling. In general, the IRS requires that 20 percent of the calcutta winner's prize moneys be withheld and that the tournament fill out the appropriate forms and return them to the IRS each year.

Remember, if you fail to withhold calcutta winnings the IRS will hold you personally liable. Also, failure to file the required forms is punishable by a fine, and in some cases incarceration. The necessary IRS forms may be obtained from any regional IRS distribution center.

- **MONEY, MONEY
EVERYWHERE...**

FINANCING TOURNAMENTS



CHAPTER
FIVE

MONEY, MONEY EVERYWHERE . . .

nce the tournament organization process has gotten underway, it won't be long before money issues arise. How do you keep records of expenses? What is the best record-keeping system to use? How do you get extra funding for your tournament? All these money matters are discussed in this chapter.

ACCOUNTING/RECORDKEEPING FOR FISHING TOURNAMENTS

BASICS OF AN ACCOUNTING SYSTEM

Running a fishing tournament is much like running a small business, and since one of the basic objectives of a fishing tournament is to make money, you need to know something about the cost of doing business. In short, tournament managers need to know that profit is a function of revenues minus costs, and that costs need to be monitored just as much as revenues to be sure the tournament is making profits instead of losses. A good recordkeeping system will help you do this, plus make sound management decisions.

Necessary Attributes of an Accounting System

Development of financial records is a necessary part of the tournament director's functions and responsibilities. As such, the system must be geared, within limits, to the desires and needs of the director and/or tournament management. While there are certain conventions in record keeping which must be followed, the system itself can be fairly well-tailored to the individual director and to the tournament management in general.

A good recordkeeping system should be:

1. Simple to understand.
2. Flexible and adaptable to changing needs.
3. Inexpensive to develop.
4. Require little time to maintain.
5. Handy and convenient to use.

For a bookkeeping system to be valuable, it should be as simple as possible; otherwise, its use will be impaired. Likewise, the system should be flexible, so that as the tournament grows and the bookkeeping becomes more complex, the system can be adapted to take care of additional entries. Elaborate computerized systems often require more time to set up and operate, and therefore are more expensive.

Maintaining records must not demand inordinate amounts of time. The system should work for you rather than make you work for the system. A system that requires too much time or creates a burdensome task will eventually become a neglected system or will be completely abandoned.

Records also should be convenient for use rather than hidden away where it is more difficult. The types of records to be maintained

Maintaining records must not demand inordinate amounts of time. The system should work for you rather than make you work for the system.



DEFINITIONS

Journal – The book recording all day-to-day transactions.

Ledger – A book to which the record of specific accounts is transferred as final entry from the original postings in a general journal.

Balance Sheet – A statement of the assets and liabilities of a business at a specified date.

Income Statement – A statement listing a business' profits and losses over a given period of time.

Budget – An itemized summary of probable expenses and a plan for meeting those expenses over a given period of time.

should fit the director's and the tournament's needs and should be comfortable for the director to use.

Basic Books for Recordkeeping

It is often erroneously assumed that basic financial records, such as balance sheets and income statements, can be prepared at will from even the most rudimentary records – business receipts and cancelled checks. While this may be possible in some instances, it certainly is not the easiest or the most accurate method.

Maintaining a rather modest set of books is truly a prerequisite for the preparation of useful statements for tournament management purposes. Journals and ledgers are two ways to keep tournament records.

Journal: The general journal is essentially a book within which some or all of the tournament activities can be recorded. From this journal, financial information can be transferred to appropriate ledgers, which serve as a means of classifying each transaction into specific groups. Other journals such as a cash receipts journal, sales journal, etc., may be added to help sort each type of entry. An example of a typical general journal is shown below.

GENERAL JOURNAL

CASH		DATE		Description	SUNDRY		
Debit	Credit	Mo.	Day		Yr.	Post	Debit

Ledgers: Ledgers provide a convenient way to systematize the financial activities, and prepare them for use in the income statement and balance sheet. The function of the general ledger is to provide a handy mechanism for scrutinizing the financial position of the tournament. Once the journal entries are "posted" to the general ledger accounts they should roughly correspond to the accounts within the income statement and balance sheet. An example of a general ledger sheet is shown below.

GENERAL LEDGER SHEET

ACCOUNT: TOURNAMENT ADVERTISING					NO.	
Date	Description	PR	Items posted		Balance	
			Debit	Credit	Debit	Credit

Financial Statements

The two most important financial statements generated from construction of the journal and ledger entries are the balance sheet and income statement. These two statements, plus the cash flow

statement, can provide an excellent picture of the tournament's business activities. See Appendix F for sample financial statements.

Balance Sheet: This is a statement of the tournament's financial condition at a given point in time — a financial photograph. It is composed of three basic parts — assets, liabilities and capital. It keeps track of what the tournament owns, what it owes and what is invested. Entries and evaluations of balance sheet accounts are based on the conventional accounting equation: $\text{Assets} = \text{Liabilities} + \text{Capital}$. Assets are grouped into current assets, which can be converted into cash easily, and fixed assets, which are basically used by the tournament on a longer-term basis. Liabilities are grouped into current liabilities or debts, which have to be paid within 12 months, and long-term liabilities, which are to be paid back beyond 12 months.

Income Statement: Commonly referred to as a statement of profit and loss, this essentially reports on the business transactions in financial terms over a certain period — monthly, quarterly or annually. The income statement reports on income generated and expenses incurred over a specific period of time — a moving financial picture. The difference between income and expenses is either a resulting profit, if income exceeds expenses, or a loss, if expenses exceed income.

MAINTAINING THE BOOKS

Being able to have good financial data available for decision-making depends heavily on how well and how accurately information is recorded in your general journal and general ledger. Sloppy and haphazard entries usually result in inaccurate information.

Records should be entered as soon after receipt as possible to avoid losing them, but not necessarily as the transaction occurs. The entries can be made weekly or biweekly depending on the level of activity. The job of doing the bookkeeping function should be handled by as few people as possible to achieve conformity and continuity in recordkeeping.

BUDGETING

From an internal perspective, financial data can be used as an historical base for the estimation of what types and amounts of income and expenses a fishing tournament might generate. These reports can be used to assess the overall performance of the fishing tournament director, the success of his tournament and to establish better control mechanisms. Helping to plan future tournaments is also a good use of these financial reports.

Nature and Purpose of Budgets

A budget is no more than a qualified business plan. The budgeting process provides a mechanism through which the tournament director

The job of doing the bookkeeping function should be handled by as few people as possible to achieve conformity and continuity in recordkeeping.

NOTES

can lay out the planned activities of the tournament and attach dollar costs and revenues to their implementation and result. This would highlight trouble spots in the financial plan for the tournament and also act as a control mechanism to ensure that funds are not wasted.

A budget, as a financial plan, is subject to change as variables in the tournament change. It is also an invaluable management tool for both planning and control. Developed from financial records on the tournament and forecasts of future changes to be implemented, the budget provides the mechanism needed to ensure tournament goal achievement or at least minimize unprofitable situations.

Budget Preparation

The basic methods by which budgets can be prepared involves either the development of a budget based on past financial records or preparation based on major component parts of the overall budget. One budget based on anticipated sales of novelty gift items, food, and drinks, and another based on entry fee or registrations might be combined to give us the total income portion of our budget. An expense budget would include promotion costs, cash awards, travel expenses, food services and other major expense categories of the tournament.

The budget can be utilized as an effective control device provided it meets certain requirements. The budget must represent a realistic set of tournament goals, be flexible and yet include all major components of the tournament operation. The use of budgets as a control process demands that it also be relatively cheap and easy to use.

SOURCES OF INCOME

The principal source of income to fishing tournaments is almost always going to be the entry fee or registration fee for fishermen. Other sources of income might include advertising in tournament publications, donations of cash awards or merchandise to be used as prizes, which may or may not be actually counted as part of the tournament income, and the sale of novelty gifts such as T-shirts, caps, etc. How well a tournament secures this income generally will dictate how successful the tournament will be financially.

Registrations

Registrations or entry fees represent the primary source of income for most fishing tournaments and is a key ingredient in establishing income and expense projections for the tournament. Entry fees will vary between adult and youth divisions, offshore and inshore divisions, cash prize and trophy winners, and other categories, divisions or types of tournaments. An entry fee may be as low as \$5/per person or as high as \$100 or more.

To break even a tournament must generate enough registrations to cover all fixed costs, such as prizes, food, travel/lodging and other basic expenses of the tournament.

As an example, if a new tournament director anticipates total fixed costs of \$4,000 and he feels his optimum entry fee should be no higher than \$10 per fisherman, then he would need at least 400 entries to reach his break-even point. Or, to look at it another way, if he estimates only 200 people will come to the tournament, then the entry fee must be set at \$20 to break even.

If some of his prizes are donated, they should not figure into the fixed costs, but those prizes that are paid from registration receipts should be expensed to the tournament.

Once a tournament has established a track record and a better feel for how many tournament entries to anticipate, the job of setting entry fees and calculating tournament expenses is certainly made easier, but that first-ever tournament requires a "best estimate" by tournament planners.

Preselling a tournament registration or entry fees is a good idea and can help tournament planners reach their goal in advance of out-of-pocket expenses. One tournament utilizes non-profit clubs and youth organizations to help presell entry fees. A commission of 20 percent is paid to the club for each entry presold, with the balance going to the tournament. This generates more sales by providing greater promotion of entry fees.

Novelty Sales

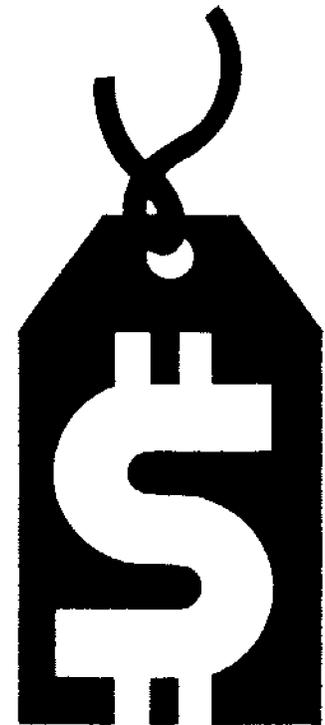
The sale of T-shirts, caps and other novelty items can generate additional income to the tournament. A markup on cost of these items would normally be in the 100 percent or more range. T-shirts purchased for \$3 would be sold for \$6 each, plus any special commissions or bonuses to sales personnel.

Some non-profit clubs or youth groups may be willing to handle novelty sales as a fund raising project and may presell these items. If this is done as a fund-raising project, the commission would be added to the final price. If the commission were \$1 then the final price would be \$7 on the example above. Novelty sales can add a large amount of income to the tournament if promoted properly.

The principal drawback to handling novelty sales is purchasing too many items that cannot be carried over for the next tournament, thus forcing a dramatic markdown on price and reduction in profits. To avoid this problem, tournament officials should purchase novelty items that do not become dated with the year of the tournament imprinted on them or with some special one-time promotion.

Donations

There are three basic types of donations related to fishing tournaments – donated gifts or trophies to be given as prizes to winners in various divisions and categories; cash donations to be used as gifts or prizes, and cash donations for raffle tickets for drawings on prizes. Each of these three types of donations warrants a few comments here even though these donations may or may not be categorized as income.



The purchase of a raffle ticket for a prize, normally merchandise, is the only donation that can be shown as income.

Donations for prizes, whether in cash or merchandise, should not be listed as income, but can reduce the amount of expenses incurred by the tournament. Since some prizes are for catching a certain type of fish or tagged fish, they do not have a good chance of being collected. A \$10,000 cash prize for catching a tagged redfish or shark may never be collected during a three-, four- or five-day tournament, so the cash prize is never awarded. A prize for catching the largest fish in various categories will most likely be awarded and should be calculated as tournament expense, unless the cash or merchandise prize is donated.

The purchase of a raffle ticket for a prize, normally merchandise, is the third type of donation and the only donation that can be shown as income. Each of these cash donations represents the purchase of a single chance to win the announced prize. The cost of the prize can be paid for in total or in part by tournament proceeds. If a boat/motor/trailer combo is, for example, "raffled off" during the tournament, then the tournament will buy the combo from one or more vendors or provide "free" advertising to the vendor who donates the prize without cost to the tournament. Generally the cost of the advertising is absorbed by the tournament.

Advertising in Tournament Publications

Since most fishing tournaments will produce a publication announcing the tournament and the various divisions and prize categories, this offers another opportunity to raise money or prizes for the tournament by selling ads. These "sponsors" will take out small ads for \$100 or more. The ads also can be sold by non-profit organizations or youth groups as a fund-raising project. The ads will appear in announcement publications and various signs posted on the tournament. The ads also can be used in conjunction with any newspaper ad. Advertising income can produce revenue to cover printing costs, prizes and other tournament expenses.

MAJOR EXPENSE CATEGORIES

Major expenses in sponsoring a fishing tournament will include prize money or awards, promotional expenses, travel and lodging and food services if they are provided as part of the tournament. These four expense categories probably represent 90 percent of the cost of a tournament and estimating these expenses as part of a tournament budget will probably require the greatest planning effort. Other expenses such as insurance and equipment rental (such as tents, chairs and tables), although not one of the major expense categories, also should be considered carefully in the tournament budget. Controlling these expenses will require the best financial management capabilities possible from the tournament director.

Promotion/Advertising/Printing

Promotional expenses are guaranteed to occur; they are unavoidable, but they can be planned and properly managed. Getting

the word out about the tournament can be very expensive if you are not careful, and it definitely can get out of hand quickly. A tournament sponsor should budget a fixed amount for advertising and printing expenses before the tournament and set aside a small emergency fund for special promotional effort. In advance, the tournament director should have an advertising plan with the various media broken down by budget expenditures. A set amount would be budgeted to newspaper, radio and direct mailings to marinas, boat dealers, tackle shops, bait camps, etc. The same type of allocation should be set up for printing of flyers, brochures, signs, etc.

Free promotion through public service radio and gratis circulation by the print media, sponsoring organizations and business firms also should be used whenever possible to reduce expenses. Placing signs in the window of various sponsoring business organizations can be inexpensive and can reach a very good segment of the target audience – recreational fishermen.

For recordkeeping purposes, the various types of advertising and printing expenses should be broken down to help identify where the money is spent, and, from a management point of view, to compare return on investment of funds. The following categories may serve as a starting point:

Advertising

- (a) Newspapers
- (b) Radio
- (c) Promotional Literature

Printing

- (a) Signs
- (b) Tournament Flyers
- (c) Announcement Brochures
- (d) Entry Forms
- (e) Special Advertiser's Flyers

Guaranteed Prize Money or Awards

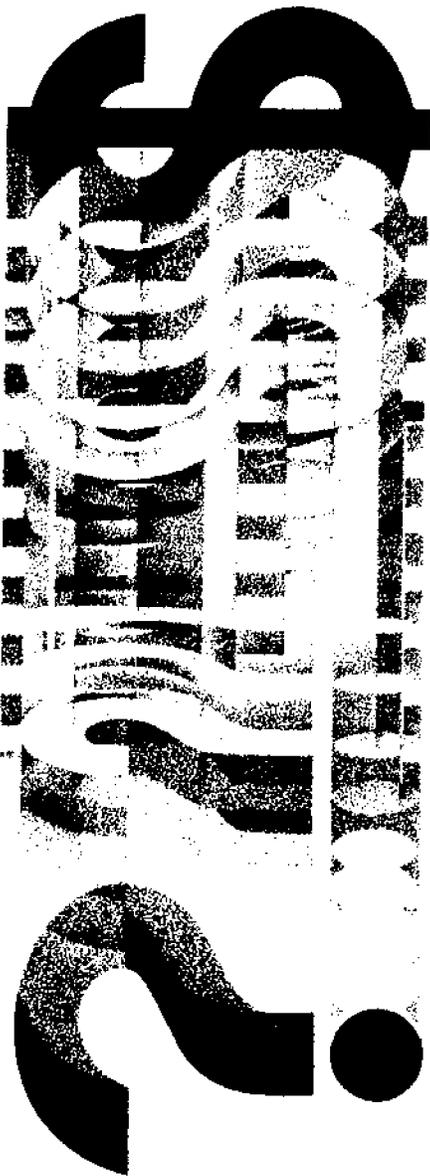
Large cash prizes and attractive merchandise awards are going to attract fishermen to your tournament, but the cost can represent a very large expenditure if these prizes and awards are not donated by tournament sponsors. A tournament director probably feels the adult division may be more attractive to entrants with cash prizes, while the youth divisions can attract entrants 12 and under with merchandise prizes such as free mounting of a fish or a rod and reel combination. Trophies are an important award in both categories.

A tournament can save some money by getting bids on merchandise awards to be purchased or by obtaining wholesale prices or discounts from sponsors. This reduction in costs will generate less expense and more profits to the tournament.

Travel/Lodging Expenses for Tournament Personnel

Tournaments are largely going to be run by volunteers who want to see the tournament succeed. Many of these volunteers both work





and fish in these tournaments, so it is an attraction for them to be involved with the tournament. But, tournament management is obligated to some degree to repay these volunteers for some of their out-of-pocket travel, lodging and food expenses.

These expenses should be budgeted and properly controlled during the tournament. What travel, lodging and food expenses are to be paid should be made clear to tournament personnel prior to the tournament. Detailed records should be kept on these expenses for tax purposes to avoid duplication in payment and to ensure accurate payment. Discounts for food and lodging should be requested whenever possible to help keep these costs down. As a public relations effort, you should make special arrangements with tournament sponsors or business operations making donations to the tournament to use their facilities whenever possible.

Food Services

Putting on a "feed" as part of the social activities associated with a fishing tournament is basically an added attraction. Some tournaments have the barbeque, shrimp boil or fish fry as part of the awards ceremonies. Tickets to these social gatherings can be part of the entry fee or assessed as a separate cost, but generally speaking, they are not set up as a moneymaking function. The objectives of most tournament managers is to have the feed as an attraction to both those entered and members of their families at an extra cost to make the award ceremonies something of a special event. People in attendance can meet the award winners and generally have a good time visiting with their fishing buddies.

From an accounting standpoint, food services are another expense category to be charged against tournament income. If there is a separate charge for tickets to the food function, this becomes income to the tournament to be offset by the expenses of providing food services. If the entry fee also covers the food function it must be calculated into the fee and expensed out as food services. From a planning standpoint, it would be easier to sell tickets separately to keep track of the estimated number of attendees and overall cost of carrying out the food function.

See Appendix C for more information on serving food to crowds.

GENERATING FUNDS

If your tournament needs more funding than traditional sources can offer, or if you need start-up money and cannot wait until registration fees come in, three possible alternatives are corporate sponsorship, grants and loans.

GAINING CORPORATE SUPPORT

One way to secure funding for your tournament is to ask a major corporation or a local manufacturer to sponsor the event. They can

provide prizes, trophies or even some money or services to get your tournament underway.

Why Do Companies Give?

Corporations give money to build a positive image, influence opinion makers, develop stockholder goodwill, build community business relations, please other special publics, return favors, perpetuate the past, support employee services, foster employee training, increase productivity, hedge against future losses, associate with quality, satisfy executives' personal interests, secure a tax deduction, or to keep up with the Jones' corporation. And, quite often they give from the heart.

What Do Corporations Generally Give?

They give cash, boats, various fishing equipment, other company products and materials, advertising and promotion services, and a variety of other community services such as communications, data processing, financial planning, legal counsel, mailing, photocopying, photography, printing, secretarial work and transportation. They give company personnel, company facilities, matching funds, and a variety of other forms of corporate aid, including bulk purchasing, loss insurance, business travel costs, training programs and discounts on purchases of their products.

What Does a Corporation Consider When an Organization Requests Donations?

They consider the geographic region and the amount of people the tournament will attract. They consider the tax status of the tournament, the purpose, activities, and the organization's basic ability to accomplish its goals.

What Are the Questions That a Company Usually Asks?

1. Does the tournament meet needs and is the effort important?
2. Is the tournament run in a conservation-minded way?
3. What will be the benefits of a corporate investment?
4. What percentage of the funds will be spent on administrative and/or fund-raising efforts?
5. What is the history of the requesting organization?
6. How long has it been in existence?
7. Is the requesting organization a tax-exempt entity?
8. What other companies, foundations and individuals are contributing to the tournament?
9. What is the nature of the request; is it a cash request or a request of products?
10. Will a commitment to the tournament improve community relations and the perception of the company among fishermen?
11. Has the requesting organization fairly documented its needs, objectives and efforts in a concise and well-written proposal?
12. Can our corporation use this as an advertising deduction?

Writing a Proposal

Proposals will vary with the type of tournament and the type and amount of support being requested. They should, however, follow a basic outline:

- A. Summary:** Clearly and distinctly provide an overview of the request.
- B. Introduction:** Detail your tournament's purpose and track record.
- C. Needs to be Met :** Define what needs you intend to meet.
- D. Method:** Describe how the tournament will accomplish the proposed activity.
- E. Evaluation:** Describe your plan for measuring success.
- F. Future Efforts:** Describe the need for additional efforts.
- G. Budget:** Present a detailed budget that accounts for all potential income and expenses.

This proposal should be tailored to the specific resources of the corporation you wish to approach. Once the proposal is prepared, determine which corporate officer should be contacted and arrange a personal interview. If you have had no prior contact with this person, their allies, friends or associated organizations may provide you with the needed introduction. Make sure the time and meeting place is convenient for the target person, and request only the time that you will actually need.

Do not read your proposal to the person. Develop a brief presentation that outlines the major points, highlighting specific points and needs. Indicate the benefits the corporation can hope to derive, such as tax or other economic benefits, public goodwill, enhanced employee opportunities, multi-use of marine resources and a healthier community. Be persistent, but not overbearing. Follow up on your first contact. Be aware of timing; the tax implications for the private sector can be extremely important. Publicize corporate support, provide appropriate recognition, evaluate each effort, and prove to the corporation that you have accomplished what you set out to do.

SECURING A GRANT

Another source of pre-tournament funding is grants. Most first-time grant writers are apprehensive about applying for a grant because they don't know where to start, with whom to talk, what to say or what to write.

Understanding Your Benefactor

Perhaps some awareness of the viewpoint of the private sector and corporations regarding philanthropy will ease some of the initial concern. Corporations and foundations tend to view giving as an investment in the community. They realize that funding a tournament will bring outsiders into the community who will enhance the local economy.

PROPOSAL SECTIONS

for Corporate Sponsorships
and Grants:

- ◆ Summary
- ◆ Introduction
- ◆ Needs
- ◆ Methods/Objectives
- ◆ Evaluation
- ◆ Long-range Plans
- ◆ Budget

Thus, if you can convince your potential benefactors that the money they put into your tournament will return to them or the community in the long run, they will be more likely to answer your funding request. It is safe to say that with the proper planning and presentation, a tournament director should have no trouble securing a grant or two.

The first step in the grant application process is to research your potential sources of funding. This is an investment in time management, as the research will tell you what resources are available and where your opportunities for success are greatest. Listings of foundations are available in local libraries, community colleges, state agencies concerned with education and public welfare, and foundation centers.

Proposal Outline

Those who control the resources look for certain characteristics in grant proposals. The proposal should touch on the following major points:

- 1. Executive summary** – This summarizes your request in a pointed, factual, clearly written and concise format that makes your need obvious to the reader.
- 2. Introduction** – A section describing what the requesting organization is all about should come next. At this point, your goal is to establish credibility with the funding organization.
- 3. Problem statement** – Here, the needs of the solicitor are accurately and concisely set forth. This section also describes who will be served (fishermen, the community, your organization's beneficiaries, etc.) and what problem will be dealt with (the activities, programs and issues that will be funded by the tournament).
- 4. Objectives** – This section lists the results and benefits that will be achieved if the proposal is funded.
- 5. Evaluation** – Here the grant writer describes the process of evaluating the event. The measuring process should be outlined, and the objectives and methods that are to be evaluated should be listed.
- 6. Long-range plan** – For some funding requests a long-range plan will be necessary. It should outline the sequential steps that might need to be followed after the initial tournament. It should identify the extent of future grant proposals.
- 7. Budget** – Obviously the proposal has to set forth all elements of the described effort. The funding external to the foundation requests needs to be identified. Most foundations are more inclined to provide funds to assist in a project than they are to share the entire load. They also are usually not interested in operational maintenance, personnel funding, travel, etc. They are more inclined to grant money for a one-time start up item such as land or buildings.

Selling Your Proposal

Once you have worked through your proposal, it's time to develop your networking ability to maximize the opportunities for obtaining



The more than 20,000 private foundations in the United States grant about \$3 billion per year. Corporate philanthropy now exceeds private foundation gifts and represents the largest institutional source of giving.

funding. Some would call this developing a marketing strategy. It involves deciding to whom you will sell the proposal and the methods you will use.

Perhaps some knowledge of charitable giving will enhance the grant writer's ability to be successful in obtaining charitable gifts. Only 10 percent of the more than \$60 billion donated to charitable organizations is given by foundations and corporations; the rest comes from individual gifts. The more than 20,000 private foundations in the United States grant about \$3 billion per year. Corporate philanthropy now exceeds private foundation gifts and represents the largest institutional source of giving.

With the proposal developed and your list of funding opportunities identified, the next step is to identify those funding sources (according to their past giving record) which would most likely give to you. Perhaps some simple coding or rating system with a scale of one to five should be used. Mark a five by those with the greatest opportunities for obtaining funding, three for those with some opportunity and a one goes beside those with no opportunity. Then invest your time in contacting those that have a five rating. If those play out, try the ones with a four rating, and so on.

Let's say you have 10 prime candidates with five ratings. Don't make the mistake of most unsuccessful grant writers who send a package of information to all 10 without thoroughly analyzing each one. Make every attempt to learn as much as you can about each foundation or corporation.

Essentially, you want to know how decisions on what to give are made and perhaps the best way to communicate that opportunity with these organizations. Talk to people who have had past successful dealings with the charitable giver. It may seem like a waste of time to invest this front-end effort, but a hastily prepared application approach is virtually a sure failure. The careful planning and research beforehand improves the odds of funding several fold.

Having accomplished all the research that seems necessary to evaluate your opportunities, it is time to make the first move to solicit support for your tournament. When you finally arrange a contact with the foundation or corporate entity, be sure you are adequately prepared. As the level of sophistication of the donor increases, the amount you request should also increase.

Be prepared to have your requests rejected, and treat the rejections as part of your long-term planning and marketing effort. You should gain from each by learning what not to do when asking for the next request. Likewise, use your successes as stepping stones to your future grant-writing efforts.

Attempt to develop and maintain good relations with all potential opportunities for donations. Recognize the administrative, artistic skills that are vital to developing a marketing package that encompasses and sells your proposal to the donor. Last, but not least, be extremely well-organized in all that you do, and be sure that whatever you set forth and commit to doing, you in fact follow through.

Some Tips on Securing Grants

1. Do not be vague about the amount of funding you want. Be specific in the dollar amount requested.
2. Be certain to evaluate the opportunity with the donor. Solicit based on an organization's ability to give. Work constantly to expand your network, your access to influence the resources and power. A carefully devised, long-range plan to increasingly access donors will pay long-term benefits.
3. Develop an image of organization and success, but, more importantly, develop an image of credibility.
4. Be constantly aware of the merits of your effort and constantly sell them to your network and potential donors.
5. Realize that donors communicate with one another. You have to be concerned about the negative impact that may be communicated from one donor to another.
6. Be wary of consultants. Ultimately, there are no magical answers. The strength, capabilities and credibilities of the organization will ensure success. Success is not something you can buy from a consultant.
7. Look at the ability to generate revenues independent of charitable sources. A fishing tournament may need start-up money from a foundation to get the venture rolling, but, hopefully, the tournament will eventually be successful enough to fund itself each year.

GETTING A LOAN

Securing a loan for your tournament operations is another possibility, but may not be a wise one. Loans for prospective tournaments may be obtained from many financial institutions, but they are typically made to an individual rather than the tournament. Loans for tournaments also are generally heavily secured because of the high risk involved.

The director of a first-year tournament would have much to lose if he had to pay off a high interest loan to a tournament that failed to bring in as many participants as hoped. Although the risk for a director of an established tournament would be less, he should have enough in reserve from previous years to finance an upcoming tournament and would have no need for a loan.



● **HEY, EVERYONE,
WE'RE HAVING
A TOURNAMENT**

PROMOTING TOURNAMENTS



CHAPTER
SIX

HEY, EVERYONE, WE'RE HAVING A TOURNAMENT

Promoting your tournament involves more than just telling your buddies that you are about to have a fishing tournament. But that's a good place to start. Spreading the news by word of mouth is as important as any complex marketing strategy designed by an expensive ad agency.

Promoting your tournament can be paralleled to fighting a battle. It can be as simple as a last-minute guerrilla assault or as complex as a computer-generated, strategic air defense plan. And what's true in battle is true in the publicity war as well: the simpler the plan of attack, the cheaper the cost. There are hundreds of thousands of ways to publicize your tournament. This chapter will cover some of the major methods of promotion and publicity, how to go about initiating these methods and what you can expect your costs to be.

To initiate a successful publicity campaign, you must have knowledge and skill in working with media people, ad agencies, printers and the public in general. Any expertise in how publications are put together is also helpful. Hopefully, the material we present here will give you enough information to deal adequately with these areas.

WHY PUBLICIZE?

The need for publicizing your tournament cannot be emphasized enough. If you don't publicize your tournament, people won't know about it. If people don't know about it, they won't come. Now that may sound common-sensical, yet many people skimp on their publicity budget in order to save a few dollars.

Publicity can make or break a tournament. Good publicity will reach all your potential participants, inform them of your tournament, rouse their curiosity and convince them to enter your tournament. No publicity, or bad publicity, will leave potential participants unaware that your tournament exists or, worse yet, leave them with the impression that it's not worth attending.

What publicity can do for your tournament:

1. Create an identity and awareness of the tournament among potential participants and sponsors.
2. Inform the media and the public of the benefits of attending your tournament.
3. Make people remember your tournament.
4. Convince people that your tournament is worthy of attendance.
5. Increase attendance, possibly increasing profits.

Although publicity can be extremely advantageous, you must be realistic about what you expect to achieve. Even the best publicity will not work miracles. Publicity cannot change a poor reputation or a negative image overnight, nor can it persuade people to come to your tournament if it is inferior.

Promoting your tournament can be as simple as a last-minute guerrilla assault or as complex as a computer-generated, strategic air defense plan.

PLANNING AHEAD

You should be ready to begin actual publicity of your tournament about six months ahead of time. If the tournament is set for August 10, your first news release and information to potential participants should be sent out by Feb. 10.

It will take several months to develop a budget, select an ad agency or recruit professional help, choose people to be in charge of certain tasks, and, most importantly, decide what methods of publicity you will use. Therefore, the promotion committee should begin meeting and planning nine to 10 months before the tournament date.

DEVELOPING A COMMITTEE

It is important to appoint a chairman at the earliest possible date. The chairman must have enough time to select committee members before it's time to begin meeting and preparing for the publicity.

Special attention should be given to recruiting committee members. Try to find volunteers who have had publicity, marketing, journalism, public relations, art or communications experience, especially those with previous experience in tournament or other special-event planning. These types of people will be able to give the most significant contributions to the publicity committee.

DEVELOPING A BUDGET

The first task at hand for the publicity committee is to set a budget. Unless a certain amount already has been allocated for publicity based on the previous year's expenditures, the committee must come up with an estimate of how much money it will need to give the tournament adequate publicity.

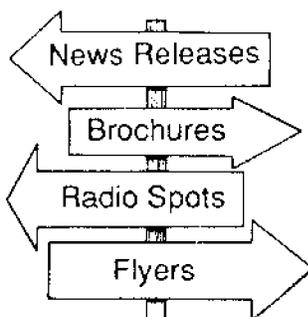
Preparing a budget for the promotion of a fishing tournament is like preparing a budget for anything else. There are three basic steps: setting your objectives, deciding what must be done to meet those objectives and deciding the cost of meeting those objectives.

1. Setting Objectives:

The first step is to decide what you would like your publicity to accomplish. Your objectives should be tied to the overall objectives of the tournament (see Chapter 2: Setting Objectives).

Make your objectives specific. For instance, one of your objectives could be "to have a lot of people come to our tournament." But a better objective statement would be "to have at least 300 tournament participants, 15-20 exhibitors and crafts booths, at least five media representatives and at least three sponsors attend each day of our tournament."

Make a list of all of your promotion objectives. Some areas for which you may want to set objectives include attendance goals, certain audiences to reach, amount of media coverage, etc.



2. Meeting Objectives:

Now that you have your list of objectives, the next step is identifying ways to meet them. Have a brainstorming session with the publicity members to find the best alternatives for achieving each objective.

An example: If one of your objectives is "to have all local newspapers do both preview and follow-up stories on the tournament," then you must decide the best ways to convince the newspapers to do this. Should you flood their offices with repeated news releases? Or would personal visits provide a more efficient and cheaper method of alerting them to your tournament? What about developing a media packet to facilitate easier writing of articles? Do you want to provide an on-site media area for tournament-day coverage? Free food and drinks? Transportation to and from the newspaper?

As you can see there are many alternatives. How do you know which are best? One important step is to identify what you are trying to accomplish with each objective. Are you trying to promote awareness of the tournament, tournament credibility, a high attendance, a preference for your tournament over others? Pinpoint the promotion methods that will best bring about the desired result.

Another way to determine the best promotion alternative is to seek advice from a professional or others who have had experience in dealing with meeting your particular objective. If you are making these decisions on your own without the benefit of assistance, the "Promotion Alternatives" section of this chapter should provide some direction.

3. Estimating Cost:

The final step in budget preparation is to put a price tag on all your objectives. For instance, in the previous example let's say you decided to go with phone calls, news releases and photos to get the newspaper coverage you want. The local phone calls will cost nothing. If you type the news releases yourself, your only cost will be making copies at about 5 cents each. If you have photos from last year's tournament, you can get reprints for about 50 cents each.

Let's say you have three local newspapers and you intend to send each paper two news releases and four photos. The cost to meet your local newspaper coverage goal will be less than \$7.

When you have estimated the cost of meeting each objective, total these costs. This will give you an idea of what your budget proposal should be.

As with budgeting for other events, the people who hold the purse strings may decide your proposal is more than the organization can afford. If this is the case, you should go back through the steps again, re-evaluating your objectives and seeking cheaper ways to meet your goals.

Publicity budgets, once set, should be considered a fixed investment. Don't make last-minute cutbacks in advertising and publicity to bail out budget problems elsewhere.

PUBLICITY TIMELINE

6 Months Before:

Brochure/Pamphlet — listing rules and registration information for potential participants
News Release — giving date, place, sponsors, etc

4 Months Before:

Media Advertising — place ads in fishing and outdoor magazines

3 Months Before:

Outdoor Ads — posters, flyers, billboards, etc.

2 Months Before:

News Release — for further details, rules, any changes, etc.
Media Advertising — begin newspaper ads, radio spots and promotions

3 Weeks Before:

Media Kits — including press passes, photos, history, etc.

2 Weeks Before:

Promotionals — promotional stunts, give-aways, etc.
News Release — final word to media including last-minute details

Day of Tournament:

News Release — release official winners, records, other information

Within One Week:

Follow-up — check with media to see if they need any further information or photos, thank media for attending, take out ad thanking volunteers, remove flyers and posters.

DEVELOPING A SCHEDULE

As mentioned before, your publicity should begin at least six months before your tournament. An individualized publicity time line should be developed for your tournament. And once set, it should be followed as closely as possible. The time line should include dates and specific activities to be accomplished by each particular date. To the left is a guideline of standard publicity items along with suggested release times.

PUTTING THE PLAN INTO ACTION

Once the decisions have been made on what to do and when to do it, the next decision is how. What channels will you use to help you prepare your various publicity items? There are three basic ways to go about promoting your tournament. An advertising agency could be hired to do most of the work for you. You could hire a consultant to do a few of the more complex jobs and have the publicity committee do the rest. Your group could attempt to do all the publicity. The last method is the surest way to insanity, especially if your group has limited marketing and design experience. But before you decide who will handle your promotional campaign, you need to learn more about your audience.

LAYING A STRONG FOUNDATION

The first step in producing a successful promotional campaign is to do your homework. Before you pay for an ad, before you check on ad rates, even before you sit down at the drawing board, you need to find out what your audience wants, likes and needs. This involves developing an image, analyzing tournament-goers and researching advertising trends in your area.

1. Decide on an Image.

The "image" is the concept or mental picture of the tournament that is portrayed in a promotional. For instance, a tournament brochure that includes photos of fathers and sons fishing together will give off a warm, family-oriented image for your tournament. Publications and ads that include photos of elated winners and that use unusual typestyles with splashes of color will likely give your tournament an image of playfulness and fun. Photos of somber fishermen and conservative designs are used by a tournament that wants to portray itself as a serious competition.

The image your tournament needs is based on your objectives and the concepts that are attractive to your audience (see discussion on next page). How do the successful, high-attendance tournaments portray themselves? What types of advertising do the big tournaments use? What kind of appearance do the unsuccessful tournaments have in the public's eye? What type of image is given off in the ads by the not-so-successful tournaments? Take a look at both

successful and unsuccessful saltwater tournaments to help you decide what image will work best.

2. Know Your Audience.

Don't gear your advertising to the general public; concentrate on fishermen who attend tournaments. A survey of a group of fishermen of the type that you are trying to reach would define your target audience by telling you the average age of tournament-goers, sex, educational level, the media they are most likely to watch and read, and the geographic regions in which they live. All these items would tell you what type of publications to print and the mediums that are most likely to reach your target audience.

Although helpful, a survey is not always practical on a limited budget. If you are using an ad agency, see if it has similar statistics.

The evaluation from the previous year's tournament also may give you an idea of what type of people like to attend your type of tournament. The evaluation can also tell you if your participants thought your publicity was effective. If you don't have the advantage of data from an earlier tournament, be sure to include questions on an evaluation form for your present tournament (see Chapter 8).

Another way to learn your target audience is to look at research that has been done on why people go fishing and enter tournaments. These studies will give you a better idea of the attitudes your target audience has toward fishing tournaments, which will help you design publicity that appeals to those particular attitudes.

Taking a look at one study done by Texas A&M University reveals that people primarily like to enter tournaments for the sport of it and the challenge of the competition. These fishermen rank relaxation, companionship and nature as their other top motivations for tournament fishing. Prizes come in fifth, tied with escape as a reason for entering a tournament.

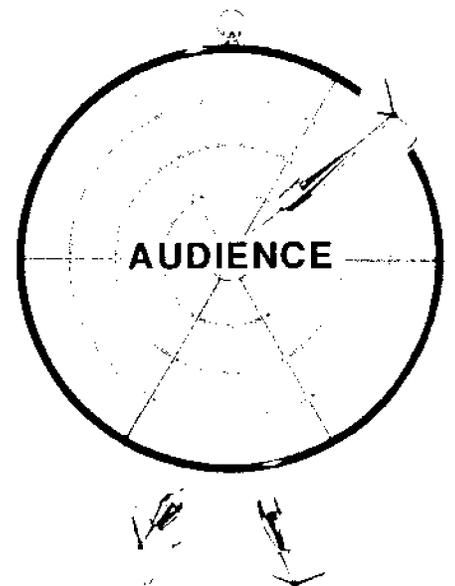
These studies indicate that publicity that promotes big winnings might not be as effective as publicity that talks about the sporting challenge that your tournament offers. It seems to say that you'd do better discussing the relaxation and companionship afforded by entering your tournament than you would be discussing the shiny, new weigh-in station you have or the pretty young judges at your tourney.

Another help in defining your audience is to contact your state agency that is responsible for registering recreational boats and ask for a list of all persons owning 18-foot and larger boats that are registered with the agency. This list can give you an idea of where fishermen are most likely to live. Identifying particular regions where fishermen live will help you know where to focus your publicity.

3. Research Local Advertising Trends.

Ask other groups if local people are more likely to read newspaper A or newspaper B. Or maybe the fishermen in your area don't read newspapers at all, but they listen to the radio quite a bit. Find out the best place to advertise, then plan to do your advertising there.

The image your tournament needs is based on your objectives and the concepts that are attractive to your audience.



Try to pick agencies that are proportionate to the size of your budget.

HIRING AN AGENCY

Some of the advantages of getting the assistance of ad agencies are (1) they can analyze the market conditions of your audience and recommend the best marketing plan to meet your objectives, (2) they have established connections with media representatives that people new to the tournament business might not have, and (3) they have the experience, talent and resources necessary to develop professional-looking publications and other promotional pieces.

The most obvious disadvantage of using an ad agency is the expense involved. Also using a third party often removes you from making those vital personal contacts with media and printers. Another disadvantage is the time involved in selecting an agency, explaining your needs and waiting for estimates.

Selecting a Company

If you decide to go with an ad agency, compile a list of prospective agencies to begin the selection process. For major national advertisers, look through advertising publications such as the Standard Directory of Advertising Agencies, an ad agency "redbook," or Adweek for agencies. For local advertisers, ask groups similar to yours to recommend agencies they have used, or find ads you like in local newspapers and magazines, then call and find out who designed the ads.

Once the list of prospects is complete, narrow that list down. Try to pick agencies that are proportionate to the size of your budget. If you have a large budget, you may want to choose a larger agency, as they often will offer you greater variety and network of resources. If you have a small budget, larger agencies will not only most likely be out of your price range, they will generally give your small account a low priority and assign the work to less-experienced individuals.

When you've condensed your list, call or write each one to get more information on fee structures, past performances and promotion alternatives. When meeting with ad representatives and reading their sales brochures, look for the following characteristics.

A Good Ad Agency Should:

- ✓ have a track record that shows previous publicity has netted results.
- ✓ provide talented, experienced personnel to work on your account, preferably with prior experience in tournament or special event promotions.
- ✓ be creative with fresh, new ideas.
- ✓ be realistic in its projections of results.
- ✓ meet any specific expectations you have for them.
- ✓ have a fee and billing structure that suits your needs.

Once you have chosen an ad agency, it is wise to ask for a contract. The contract will protect you as well as help avoid misunderstandings in the future. When you begin working with the agency try to develop a relationship that involves trust, realistic deadlines, constant communication and a team spirit.

AD AGENCY ADVANTAGES

Agencies Can:

- ◆ Recommend Marketing Plans.
- ◆ Use Established Connections.
- ◆ Provide Experience, Talent and Resources.

GOING WITHOUT AN AGENCY

If your publicity budget is limited, you may decide not to use an agency. If this is the case, it's a good idea to hire a consultant to do your major jobs, especially items such as ads and brochures that necessitate graphics and artwork.

Professional Assistance

There is no substitute for the right kind of specialized professional assistance. If you don't have people in the ranks of your publicity committee with design experience, it's much better to pay someone to design a project for you than to go with a sloppy job or trust a printer to come up with something you like.

A brochure that looks as if an amateur threw it together can give the impression that your tournament is the same way. If you have a basic idea for a brochure, flyer or advertisement, an experienced designer can make the item look polished and professional.

Freelancers and consultants can be found listed in the phone book under "graphic designers," "artists" and "public relations counselors." Designers also can be found by contacting professional communications organizations or your local college's communications department.

You also may be able to find an experienced graphic designer to work for your tournament for free. Your chances of getting someone to volunteer time are greater when the tournament is non-profit or when part of the profits go for a good cause.

However, when using volunteers, be sure to specify in advance exactly what type of service you expect and set deadlines with which you are both happy.

Remember the volunteer's full-time job and paying customers will receive first priority. You probably will need to get jobs to volunteers sooner than you would paid professionals in order to give them time to work your job into their schedule.

Doing It Yourself

If professional consultants are beyond your budget and volunteers are nowhere to be found, your publicity committee can still promote your tournament. Just remember this rule of thumb: keep it simple. A rough draft of flyers and brochures can be typed up easily and taken to a printer for typesetting and printing. Printers can also typeset simple logos for letterhead stationery.

When planning your own publicity campaign, try to be consistent with all your publications. Use the name and logo of your tournament on each publication. Use the same typeface and the same design style if possible. This will help promote a consistent image.

Another principle to keep in mind concerns quality. Never use inferior artwork. It's better to do without photos or art than to use ones that are smeared, out of focus or in poor taste.

A brochure that looks as if an amateur threw it together can give the impression that your tournament is the same way.



DEFINITIONS

Camera Ready – A stage in the production of a publication in which it is ready to be printed.

No further typesetting, pasteup or alterations are needed.

Typeset – A computer generated process that produces letter-perfect type.

Logo – A standard illustration and/or type design that a business or organization uses to represent itself.

Graphics Designer – A person trained to design, lay out and paste up a publication.

Public Relations Counselor – A person trained in the marketing and promotion of a business or organization.

Paste up – To put together the various elements (such as type, photos and illustrations) of a publication in such a way as to make it camera ready.

PROMOTION ALTERNATIVES

As mentioned previously, there are many ways to publicize your tournament. We'll cover a few of the standard ones here. However, with a little creativity and brainstorming you can come up with others that may better suit your situation.

WORD-OF-MOUTH

As mentioned at the beginning of this chapter, one of the most effective means of promoting your tournament is by discussing it with your friends. Making a concerted effort to tell several key individuals about your tournament can ensure that word of your tournament date is spread through the recreational fishing community. Identify these fishing leaders in your community and solicit their help in promoting your tournament among their fishing friends. Encourage all people involved with your tournament to tell their family and friends about the event.

ADVERTISING

In this publication, when we refer to advertising we're talking about paid promotionals in a media outlet. These include radio spots, TV commercials, and newspaper, magazine and other printed advertisements.

To prepare an advertisement or commercial, draw a rough sketch of a printed ad or write a simple script for a radio spot that will illustrate the tournament image you'd like to get across. With these ideas on paper, you have two choices. Either contact a consultant to help develop the ad or go directly to the media outlet and ask to see an advertising representative who will help you develop it.

Costs vary according to the media outlet and the length or size of your ad. Most newspapers and magazines charge per column inch, with a discount for larger ads. Color in the ad also will add to the cost. Some print mediums also give a discount if your ad is "camera ready." This means it is already typeset and pasted up with no alterations needed. Radio and television commercials, as a general rule, will cost more than newspapers and magazines, but these mediums reach a much greater audience. Ask the targeted publication or station to give you a rate card listing its fees and method of charging.

One rule of thumb about newspapers, for an ad to be effective, it should be run at least three times. You may also want to request that your ad be run in the sports section of the paper, but some newspapers charge extra for special requests. The most prominent placement of your ad in a newspaper is in the upper right-hand corner of a page; that's where a reader's eyes generally go first.

The most effective way to reach your audience through advertising is by catching them at similar events. One place you may want to try to advertise is in other tournament's programs, where advertising space is often sold.

NON-PAID MEDIA PROMOTIONS

If paid advertising seems to be beyond your budget, don't despair. You may still be able to get publicity for your tournament through the news side of the media. Tournaments can get non-paid publicity via the media in three basic ways: (1) listed in a regular community events schedule of activities (don't forget the calendars of events on some cable TV stations), (2) mentioned in the sports section as an upcoming contest, or (3) covered as a regular news story. The trick in getting coverage is in dealing effectively with media representatives, writing interesting, clear news releases, and giving good interviews.

Media Relations

The importance of good media relations cannot be stressed enough. It can mean the difference between getting a series of stories on your tournament (played up big with photos and large headlines) and getting a cold shoulder (with no tournament coverage).

The basic rule in dealing with the media is to be courteous and to treat the clerks, reporters and editors like you'd want to be treated if someone came to you asking for a favor. Listed below are some other tips in dealing with the media.

1. Developing personal contacts with key media people are helpful. When someone knows you on a first-name basis, they are more likely to listen to what you have to say than if they are talking to a stranger. If someone within your organization has established contacts among the press, be sure to use these. After your initial news release, remember to keep your media friends informed of upcoming activities and events or any changes related to your tournament.

2. Develop a good news release. This is the first, and sometimes only, contact you'll have with the editor who decides what stories will be written and what won't. Like all first impressions it should be a good one (see the section on creating a news release for more details).

3. An extensive, up-to-date mailing list is another necessary key to good media coverage. Appendix G is a publicity list that will get you started, but you should add your local media, tourist agencies, chambers of commerce and fishing clubs to the list.

4. After the news release has been sent, visit the publication or station in person if possible. You'll want to see the editor in charge of making story assignments. This person may have a variety of titles. At a newspaper or magazine it could be the city editor, news editor, articles editor or assignments editor, to name a few. At a smaller newspaper, the managing editor, editor or publisher may be in charge of making assignments. At TV and radio stations it may be the news director or program director.

5. Call ahead to find out about deadlines. You want to time your news releases so that they aren't received too late for publication. Magazines often want news items six weeks to three months prior to the event. Be prepared for an "it's too late" response if you wait until

Never go in demanding that something be published on a certain day or in a certain way. Nothing riles an editor more than someone telling him how to do his job.

A news release is the first, and sometimes only, contact you will have with the editor who decides what stories will be written and what won't. Like all first impressions it should be a good one.

the last minute. You also want to avoid visiting media right before press time or air time. This is the busiest time, and they are likely to consider you a nuisance if you come in at this time.

6. Never send a news release to more than one person at a publication or station without indicating who received the other release.

7. Have one person in your organization designated as contact person. When two members of the same organization call on the same editor or news director, it's bound to cause confusion. Also, it establishes a "contact person" whom the editors may call for further information or clarification.

8. Never go in demanding that something be published on a certain day or in a certain way. Nothing riles an editor more than someone telling him how to do his job. Remember if someone decides to cover your tournament, he is doing you a favor.

The best approach is to tell the editor or news director that you have a "story idea" or an event she "may want to cover." Then, tell her what it is. If you must ask that an editor publish something in a certain way, suggest it by saying, "if you decide to cover our tournament, we request that you ..."

9. Write everything down that media representatives tell you about getting things published. Don't trust your memory.

10. Be accurate and fair in your news releases. Double-check all facts before you submit the news release. Be impartial. Give credit to those who deserve it.

11. Talk to editors and news directors in a professional manner. Drop names if you think it will help, but never try to pressure someone into covering your tournament through friendships or business connections.

Also, don't suggest that the media is obliged to cover your event simply because you've placed a couple of ads with them. This may work in some small-town newspapers that have a small staff that both sells ads and writes news. Elsewhere this suggestion is likely to offend the professionalism and objectivity of the journalists.

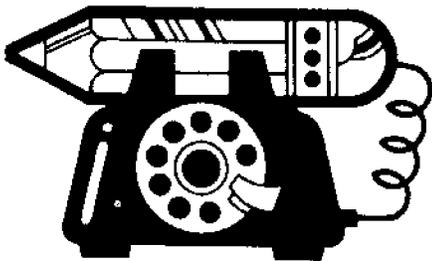
12. Members of the press should be offered free tickets to all your tournament functions. But don't be insulted if they insist on paying their own way. Many publications have rules against accepting gifts.

13. When a story is written or put on the air, be sure to thank the journalists for their "thorough coverage" or "accurate reporting," but not for the "fabulous publicity." Journalists like to think of their articles as being newsworthy, not free publicity.

News Releases

The news release or press release can be your most valuable publicity tool. It provides information to the media in a clear, concise format that can garner widespread coverage of your tournament.

Unfortunately, about 75 percent of news releases are thrown in the trash after a quick glance by a news editor. Therefore, it's necessary to have a news release that not only grabs the reader's attention, but holds it as well.



Do's: The news release must have the following characteristics.

1. It must be informative, but not boring or pompous. Above all the news release must make the editor think, "This is an event that my readers would like to know about." So the news release must explain how the tournament will benefit the community or fishermen that enter, rather than dwelling on how "wonderful" your tournament is going to be.

2. A good lead is necessary to pull the reader into the story. Something that separates your tournament from all the rest (high attendance, location, type, etc.) might be a good way to lead off the news release. Another good way to begin a news release is with a light human interest story. Whatever you choose, the first couple of paragraphs must be strong enough to carry the reader through the entire news release.

3. Make sure all the essential information is included in the news release. The old newsman's rule of including the five W's is a good way to check for missing facts. Do you have the Who, What, When, Where and Why included?

4. The most important facts should be included as close to the beginning as possible. If the news release is cut for space your crucial facts will be left in.

5. Brevity is one of the most important qualities in a news release. Editors and news directors don't have the time or the patience to read a lengthy news release. The key word in rule #3 is "essential." Don't include every bit of extraneous information about your tournament. It's probably best to leave out the the story about the assistant director's son catching his first fish at last year's tournament. A release is best if it is only one page long, but never should it go longer than two and a half pages.

Don't's: The news release must not:

1. Run on and on about the wonders of your club or organization. Save the bragging and gushing for an awards ceremony following the tournament.

2. Take a stand on a controversial fishing issue. This is not the place. If you want to complain about something, write a letter to the editor.

3. Be messy. Also keep it free from grammatical mistakes and spelling errors.

4. Exaggerate or be misleading in any way. You'll regret it in the long run.

Format: The way a news release looks is just as important as the way it reads. A professionally done news release is more likely to get published than one that appears as if it has been done by an amateur.

The following suggestions on format will assist you in preparing your news release. Most of these rules were taken from a publication by Yamaha Outboards on promoting a tournament.

THE NEWS RELEASE

The purposes are:

1. To announce your upcoming tournament and related activities.

2. To invite the press to attend and cover the tournament.

3. To provide a background and history of the tournament.

4. To announce changes or clear up confusions.

5. To announce the winners of the tournament and state record fish.

NOTES

1. Use your club's letterhead stationery for your press release. It will add credibility to your effort, and looks more professional.
2. Make certain your copies are of good quality. A release that can't be read won't get any exposure.
3. Date your release. If you plan to send out several releases about your upcoming event, then a date will help you and the media. The date also tells them the release is current.
4. Give a "release date." Including a release date such as "For release April 3 or thereafter" or "For immediate release," will tell media when you would like to see the news report printed or aired.
5. Type and double-space the release. There should be no errors or strike-overs, for these mistakes tend to confuse and could delay your publicity. Double-check your work, then have someone else check it before you mail it. Pay particular attention to addresses and telephone numbers.
6. A headline will help. Type in a short headline at the top of your release. This helps the editor quickly identify what your release is all about. Use all capital letters and underline (or put in bold if you have a word processor).
7. If you use photography with your releases, there are certain requirements. Identify the people in the photograph from left to right. Don't write on the back of the picture unless you are using a felt-tip pen. It's best if the captions are attached with rubber cement, adhesive spray or wax to the back of the photo. Don't use glue, paper clips or staples. Although color photography looks great, some publications might not be able to use color. Be sure to check with the media outlets to see if they can use color photos or send only black and white photos to all print media and color slides to television stations.
8. Include contact information. Be certain the name, address and telephone number of the publicity coordinator is included in the release. Place it either at the top or the bottom of the page (separate from the text of the news release). Just be sure it's easy to find.
9. If the release runs more than one page long, be sure to include the word "-more-" at the bottom of each page that has a following page. Place a "-30-" at the end of the text. Try not to break a paragraph from one page to the next. Important information can be lost if one page gets separated or lost.
10. Number all pages at the top, repeating a shorter version of the headline. The traditional numbering style is to put "Add 1" at the top of the second page, "Add 2" at the top of the third and so forth.

The Media Package

If you think the news release may not be enough to get the coverage you want from the media, you may want to develop a packet of information for media representatives. Various items can be included in a folder with your tournament logo on the front. Since this is a more expensive method of soliciting coverage, you may want to be selective about the recipients.

The media kit should include the following items:

- A news release that describes the upcoming tournament and related events.
- Information on the history of your tournament.
- Background on the purpose of your club or organization.
- Photos of last year's tournament.
- The tournament program or brochure that solicits participants.
- ID passes or tickets to all tournament events or a phone number or address where these can be obtained.
- If the media kit will be sent out of town, you may want to include travel and tourist information on the local area.

MEET THE PRESS

What do you do when you answer the door, and CBS's "60 Minutes" crew is waiting to interview you? Will you be prepared? Here, we provide a few guidelines to prepare you for interviews with the media – even if it's only a representative from the local fishing club's newsletter and not "60 Minutes."

1. Be prepared. Don't play it by ear. Be familiar with tournament rules, starting times, etc. Look at the story from the reporter's viewpoint and prepare answers to the questions you think will be asked.
2. Remember if you don't want a statement quoted, don't make it. There's really no such thing as "off the record." It's easy for a reporter to later confuse what you said off the record with the rest of your comments.
3. Try to highlight the most important facts at the beginning of the interview. When the reporter goes back to review his notes, these will be the first things he comes across.
4. Give direct answers. Don't beat around the bush. If you don't know the answer, tell the reporter you'll find out and call him back.
5. Be polite, but firm about not revealing private or confidential information. If your tournament is involved in a lawsuit, be sure to check with your lawyer before talking to reporters.
6. Don't argue with the reporter or attempt to answer loaded questions. Keep your cool and don't get defensive. Just tell your side of the story and no more.

For example, let's say the town mayor was disqualified from your tournament because his fish did not meet the freshness requirement of your tournament, and you suspected the fish had been on ice for two months. The mayor raises a stink about it, claiming his reputation has been ruined. A reporter calls and asks you if your tournament personnel make a habit of disqualifying perfectly good fish and of accusing people of cheating.

Don't attempt to answer his question or defend your actions based on your suspicions. Simply say, "The fish did not meet the freshness requirement and was disqualified on that basis. No one has accused the mayor of cheating." If you stay calm and polite and refrain from attacking the mayor or the reporter, you will sound more credible and will stay out of trouble.

DEFINITIONS

News Release – An article describing a particular activity or issue, prepared according to a standard format and distributed to media representatives.

Lead – The beginning paragraph or two of an article.

Photostat – Art that has been reproduced through a photographic process that makes it usable in a pasteup.

Typeface – A particular design of type. This is called Helvetica italic. The text to the left is Times regular and bold.

Contact Sheet – A photo of a set of negatives, usually on 8 x 10 paper. It allows a person to see all the positive images on a roll of film without printing each negative separately.

7. Do not exaggerate the facts. Give accurate figures or estimates of expected participants, previous record, etc.

8. Tell the truth, even if it hurts. The truth inevitably surfaces in the long run, and when it does you'll look much worse than you would have if you'd originally told the truth.

OTHER PUBLICITY IDEAS

There are many other ways to publicize your tournament besides using a media outlet for paid advertising or news coverage. The following is an admittedly incomplete list of promotional ideas.

Printed Promotions

One of the most important facets of promoting your tournament is getting across an image. Having a symbol that people associate with your tournament will help develop your image and reputation. When people see this symbol they are reminded of your tournament and the image it invokes.

In the publicity world this symbol is usually found in the form of a logo. Some of the more popular ones include McDonald's golden arches, Coke's red and white emblem, and Nabisco's red triangle on the upper left corner of its packages. Like the larger publicity-seekers, you should be consistent and put the same logo or emblem on all your printed publicity.

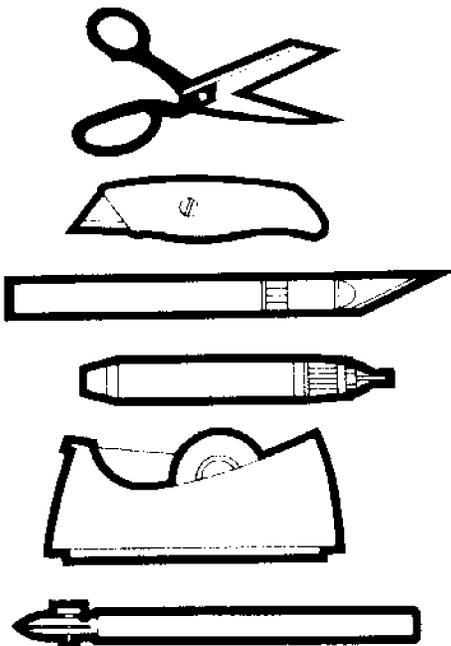
Some of the standard printed promotions include tournament programs or brochures, posters and flyers, banners and signs, billboards, T-shirts, hats and stickers.

1. Tournament programs or brochures –This prospectus is designed for potential tournament participants. It should include the schedule of events, tournament rules, divisions, registration information and an entry form that can be mailed back to the tournament. Typically this publication is 3" by 8" (brochure size) or 5" by 8" (program booklet size).

The larger size allows room for advertisements from businesses. Gathering ads to put in your program can be a way to help pay for your tournament expenses. Selling advertising for your program is a separate function from publicity and should not be done by the promotions committee. Set up a separate committee to be in charge of selling ads and soliciting sponsors.

The tournament program or brochure should be distributed to your list of last year's participants, tackle and bait shops, fishing clubs, boat dealers, chambers of commerce, tourism offices, marinas, other fishing tournaments, and coastal motels, hotels and resort condominiums.

You may want to obtain lists of names and addresses of boat owners and fishermen from state agencies responsible for recreational boater registrations, boat dealers or fishing magazines. These names are likely participants in your tournament and your tournament program or brochure should be sent to these people.



2. Posters and flyers – Publications to be posted on bulletin boards and in store windows are relatively easy to design and print, and, best of all, they are inexpensive. A simple sketch and handwritten words can be transformed easily into a polished poster or flyer by most printers.

The best way to get an idea of outdoor publicity that is designed well is to take a look at a bulletin board or store window filled with publicity papers. Which ones grab your attention? Which ones do you notice first? The flyers and posters that really stand out should give you direction in creating your own.

Artwork and photos also are attention-getters. Consider including some. And, don't forget your logo, and the image you want to get across.

A fancy, well-designed poster can be an effective promotional tool if distributed to potential participants, in addition to posting it in public places. The posters are often saved as keepsakes and put up at home, reminding your audience of your tournament year round.

Remember, before you hand out flyers at a local mall or tape a poster to a store window, get permission from the owner or manager of the facility. Many shopping centers won't allow flyer distribution, especially on car windshields because they are thrown on the ground or blow off and form an unsightly litter problem. Some ideas for distributing flyers and posters include (1) placing them in the front windows of marinas, bait houses and other fishing-related businesses, (2) handing them out at boat shows and other tournaments, (3) having your flyers inserted in a local newspaper (most newspapers charge for this), and (4) asking each tournament committee member to distribute a set of flyers and posters among their friends and at club meetings.

One of the most common mistakes people make in designing publications is that they try to cram too much information into a little amount of space. Studies on what people will and won't read say that a person is more likely to read small blocks of text than larger ones. Therefore, putting the basics of your tournament on a flyer in large type with a phone number to call for more information will be more effective than the same size flyer that is filled with every detail of the tournament.

3. Billboards, banners and signs – These are probably the most expensive types of publicity relative to the number of tournament-goers who will see and respond to them. Billboards must be contracted through local leasing and sales companies.

Banners and signs are handy because they can be reused year after year (if you leave off the date or make it general such as Memorial Day weekend). If you have your local government or chamber of commerce supporting your tournament, you may be able to convince city officials to allow you to hang a banner over a major city street and place signs on city property.

Don't forget to post signs a few days before the tournament to point the way to the tournament site. These signs will not only direct

PROMOTIONALS

Ones to consider:

- ◆ Tournament program
- ◆ Posters
- ◆ Flyers
- ◆ Billboards
- ◆ Banners
- ◆ Signs
- ◆ Apparel
- ◆ Miscellaneous paraphernalia

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preregistered participants to your the activities, but will remind would-be participants that the tournament is about to begin. Therefore, an "It's not too late to register" or similar statement on your signs might induce some last-minute deciders to attend.

4. T-shirts, hats, stickers and other paraphernalia – Items that people can wear or display can serve a dual purpose for your tournament. These items provide publicity for your tournament every time a person wears or displays them. Also, although some tournaments give away the T-shirts and hats to registrants, they can be sold to bring an additional income to pay for publicity.

Other items you may want to consider include bumper stickers, small stickers (popular among children), pens and pencils, buttons and lapel pins, visors, sweatbands, cups and coasters.

Remember to make your design simple. Keep it consistent among all your items. Taking bids on these type of items will be worthwhile as the printing of tournament paraphernalia often can be expensive. Also, you can sometimes get a better deal if you have all your publications and paraphernalia produced by the same business.

5. Costs – As with printed advertising, the primary contributors to cost with other printed publicity are color and size. A flyer copied with black ink on white paper will cost about 5 cents per copy, while a full-color billboard will cost hundreds of dollars.

Paper quality is another cost factor. If your brochure is printed on regular bond paper, it will be cheaper than if printed on glossy paper or paper with a linen-look.

Photos in a publication also add to the cost because of the special conversion process necessary to make it printable. Artwork and screens (blocks of shaded ink) also add to the cost.

The less printing personnel have to do on your project, the less your cost will be. The more you or a consultant can do in the way of typesetting — having "photostats" of the artwork and pasteup — the less the printer will have to do for you.

The choice of printers will determine how much you pay. Shopping around can be worthwhile. Some larger, more established printers may charge more because of their reputation for quality. But these same printers also are more likely to have higher-quality presses, along with a large selection of typefaces, papers and colors.

Other Promotions

We have covered many of the basic methods of promoting your tournament. There are many more that could be covered here, but we'll review only a few more. However, with a little brainstorming and creative thinking, you're sure to come up with many more that may suit your tournament even better.

1. Media promotions – If a media outlet can be recruited as a tournament sponsor, you can get extra publicity by that media, which could work out to be beneficial to both you and the station or publica-

tion. Typically radio stations are the most likely candidates for this type of promotion.

One idea for a media promotion is to have a contest. A radio station could invite listeners to call in and give their best fish imitation on the air. Or a newspaper might ask the readers to send in their best fish tall-tale. The winners would receive a tournament hat and T-shirt or fishing equipment donated by one of your sponsors.

Another promotional idea is to use giveaways to attract attention to your tournament. You could ask a TV station to have its viewers send in their names for an on-the-air drawing for free entry places in the tournament. Or a radio station might ask listeners to call in at a certain signal to win a pass to all your tournament-related activities.

Newspapers might also be willing to do a special section on fishing or fishing tournaments prior to your tournament. Teaming up with other tournament directors to request a special fishing section might help persuade a newspaper that such a venture is needed.

2. Stunts – A promotional stunt is a pre-planned activity or situation designed to draw attention to your tournament. It can be as simple as a group of children releasing balloons imprinted with your tournament logo or as elaborate as a parachutist dropping down at a major marina to hand out free drink coupons for the tournament concession stand.

Stunts work best when they have a strong connection with your tournament and promote the image you desire. For instance if you call your tournament a rodeo, do something with a western theme. Or if your tournament is set for Easter weekend, you might have an Easter egg hunt for children of participants.

Whatever stunt you choose, don't forget to let the media know about it. Send all local media a news release about your activity.

3. Celebrity involvement – Getting celebrities involved as "official host" or "official spokesperson" will add credibility to your tournament and generate interest. Have the mayor open your tournament. Ask a local TV personality to weigh in the first fish. Have the local college homecoming queen award the prizes. If you know anyone related to your tournament that knows a movie star, politician or any other celebrity, ask him to contact that person and request his presence at your tournament.

4. Sweepstakes and raffles – Offering a chance at winning a sweepstakes package of prizes to all who attend your tournament is one way of drawing people to your activities. Travel agencies are sometimes willing to sponsor the sweepstakes and offer a trip or two as the top prize or they might offer you a discounted price on the trip(s). Raffles are good moneymakers as well. You can often sell raffle tickets to folks who might not be interested in participating in your tournament, but are interested in supporting the cause. Be sure to check your state and local laws on sweepstakes and raffles as they are prohibited in many areas.

Stunts work best when they have a strong connection with your tournament and promote the image you desire.



The promotions committee members have done a fine job of promoting your tournament. But they can't rest yet. Some of the most important publicity is done during and immediately following the tournament.

5. Packaging – Another way to promote your tournament is to package it well. If there are other activities that will take place concurrently with your tournament, people are more likely to attend. Mom and Pop are more likely to spend the weekend at your tournament rather than at Astroworld if there are things to keep Mom and Junior occupied while Pop is offshore catching the big one.

Also, you may want to consider making a tourist package of your tournament by working with travel agencies to offer a single-price package deal of hotel, meals, transportation and registration fees for participants who attend your tournament.

TOURNAMENT DAY AND FOLLOW-UP

It's the day of the tournament. You've organized and managed a great publicity campaign. Hundreds of fishermen are entered in your tournament. Hundreds more are expected to attend the tournament-related activities. You have 10 acres of booths, exhibitors and sponsors scheduled to be present. The promotions committee has done a fine job of promoting your tournament.

But, wait. The promotions committee can't rest yet. Some of the most important publicity is done during and immediately following the tournament. The promotions and news coverage received during these few days can have a great impact on the image the tournament has the following year.

TOURNAMENT DAY

Rule number one for tournament-day publicity is to be prepared for the media coverage. To accommodate the reporters that will be at your tournament, you may want to consider having an adequate press facility, making sure tournament officials are available to the media, sending out daily news releases and having a press conference at the end of the tournament.

Press Facility

Many directors like to set aside a specific area for the media to work. This is a good idea if you expect to have several reporters cover the tourney. A simple roped-off, covered area with a table near the weigh-in station may be all that's necessary. Other items you may want to have in the media facility or within easy access are a telephone, a couple of typewriters, extra media packages, complimentary food and drinks, extra paper and notepads, and possibly a boat available for touring the area and for pictures.

Daily News Releases

Preparing a news release at the end of each tournament day will keep the media up on who is in the lead. You will want to hand-deliver these to the local media, so that the tournament standings will be on the evening news and in the next day's paper. In your daily news releases be sure to mention all tournament-related activities that

will take place the next day. Some out-of-town media may ask you to phone in the daily results to them. Be sure to answer their requests.

News Conference

A combination press conference and awards ceremony on the final day is a good way to announce the winners. Photographers then have a chance to capture the excitement of the winners as they accept their prizes. And reporters can meet with the winners and ask questions.

If there have been any disqualifications or other controversies during the tournament, the news conference is a way to clear up confusion and get your side of the story to the media. You can avoid reporters' questions concerning a controversy early on by saying a statement will be made at the news conference.

Be sure to prepare a statement ahead of time and read it to the media, rather than trying to improvise some important comments on the spot. If you make your statement exactly as you want it to be, in the presence of an audience, it is less likely to be misconstrued or taken out of context, because it will be on tape and in the reporters' notebooks.

THE FOLLOW-UP PUBLICITY

The follow-up publicity is just as important as the pre-tournament publicity. Be sure you get an official announcement of winners to the media immediately following the tournament.

Photos are important also. Some media may want to run pictures of tournament winners. You should arrange for a professional photographer to take pictures during the tournament. The photographer should provide you with a contact sheet (a page that includes small images of all the photos taken) immediately after the tournament so you can select the photos you want printed and sent to the media. Also be sure to have the photographer print photos to keep in the tournament scrapbook and for next year's pre-tournament promotions.

Another important follow-up activity is filing away all records of tournament publicity. This will be helpful in generating ideas and keeping track of problems that may crop up the next year. Keeping good records will make it easier for the person who heads up publicity the next year.

Some things you want to be sure to include: a list of names and addresses of all tournament participants, ad agencies and consultants used and an evaluation of each one by committee members, names and phone numbers of media representatives contacted, any other key media people, receipts and invoices for all materials and ads produced, and, of course, a copy of all publications, news releases, ads and articles printed, and tapes of any broadcast ads.

Keeping adequate records, along with any ideas and pieces of advice jotted down, will ensure an even more successful tournament next year. A handy format for this is a three-ring binder divided into various sections such as "media," "publications," "news releases," "evaluations," etc.



- **IT'S TIME
TO GO FISHING**

MANAGING TOURNAMENTS



**CHAPTER
SEVEN**

IT'S TIME TO GO FISHING

inevitably tournament day will be upon you before you know it. However, after reading the chapters on organizing, financing and publicizing your tournament you should be adequately prepared for tournament day festivities.

Now it's time to concentrate on operating a successful tournament. What follows are some words of advice on managing your tournament. This chapter covers all aspects of judging, the specifics of putting your tournament on computer and some reminders on creating good participant and community relations during your tournament. For further information on avoiding snags in your tournament see Appendix D.

JUDGING

Probably the biggest management concern on tournament day will be the various activities related to judging. Whether it's weighing in fish, checking for fish freshness or using a polygraph to qualify the winners, the judging aspects of the tournament can be a cause for many headaches. However, if approached in a knowledgeable, confident manner these headaches are sure to be reduced. If you have studied the various procedures involved in judging your tournament and are prepared for all potential problems, things are sure to flow smoothly.

WEIGH-IN

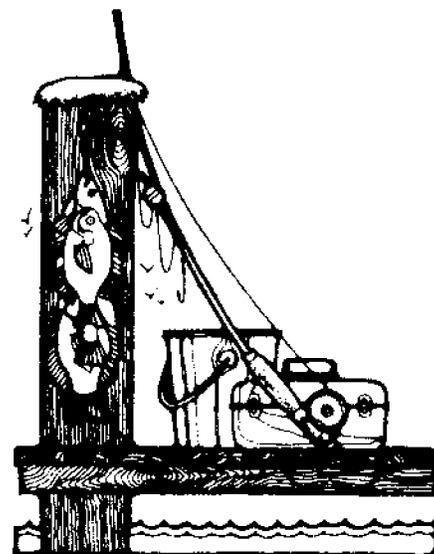
Weigh-in is a vital function for any tournament and should be approached in an accurate, methodical and professionally courteous manner. To assist tournament officials in understanding the ins and outs of the weigh-in, it is broken into its component parts with a description of each provided.

Scales

The style of tournament held, and the degree of accuracy demanded by both officials and contestants, will dictate the size and type of scales used. In tournaments where both large and small species of fish will be weighed, more than one scale may be required.

Size of scale: If more than one scale is needed, it is advised that the assigning of fish to be weighed on a particular scale be done by individual species, and not by specified divisions of poundage. This will prevent disputes caused by contestant perceptions that they may have fared better if their fish had been measured on the "other" scale, particularly if the weight of the fish in question is close to a break in the divisions.

For example, let's say the rules call for all fish less than 25 pounds to be weighed on "Scale A" and all fish above 25 pounds on "Scale B." A fisherman arrives with a king mackerel, which, when weighed,



The economics, rules, logistics, and accountability of your tournament should be weighed carefully to determine which scale(s) to use and how they are to be procured.

registered 24 pounds, 14 ounces on "Scale A;" to satisfy his curiosity he then requests it also be weighed on "Scale B" where it is recorded at 25 pounds, 2 ounces. This 1/4 pound disparity causes distrust and discontent among those who had previously weighed their entries on "Scale A". If the rules had called for all king mackerel to be weighed on "Scale B," there would be no grounds for dispute or suspicion, and subsequently no potential appeals for the reweighing of fish.

To ensure you have accurately matched the fish species with the appropriate scale, an excellent guide is a list of state record fish, which, in Texas, is available from the Texas Parks and Wildlife Department. The 1987 list is found in Appendix H. The chances you would require a scale that records in excess of these weights is doubtful. Therefore, a scale that can handle the maximum expected weights can be secured and fish species designated with some confidence.

The weight of the fish and any devices used to hold, contain or hang the fish while on the scales should be read within the precision of the scale. For example, if a mechanical scale is used and it is precise only to the nearest ounce, do not "guesstimate" the weight to the nearest 0.1 ounce; or if marked and readable to the nearest 0.1 ounce, don't report to the nearest 0.01 ounce.

This concise reading could prove important, especially when dealing with particularly lightweight entries. A contestant may have a hard time understanding how he lost the croaker division by 0.1 ounce when the scale used offers readings only to the nearest ounce. He may perceive an unjust bias on the part of the weighmaster.

Electronic scales with liquid quartz or lighted displays remove this interpretive temptation somewhat by providing a read-out to the nearest decimal point "precision" of the measuring device.

Type of scale: There are numerous styles and brands of scales available, and the degree of precision and accuracy of each is variable. It would be inappropriate to discuss trade names and manufacturers in this publication; however, the kinds of scales commonly used can be covered generically.

Basically, fishing tournaments rely on two types of scales – hanging or platform scales. The inner workings of each can be either mechanical or electronic. The one(s) you select for use at your event will again depend on the degree of precision and accuracy demanded, and undoubtedly the state of your tournament's treasury.

An informal surveying of tournaments reveals a wide range of equipment drafted for use and a bit of imagination on the part of tournament planners. These include grocers' produce scales, cotton scales, livestock scales and freight scales.

Acquiring the scales: The means of obtaining these for tournament use are evident: (1) directly purchasing, (2) leasing, and (3) borrowing.

Buying the scales ensures availability but often involves significant capital expenditures for the purchase, upkeep and possibly storage.

SCALES SHOULD BE:

- ◆ Certified
- ◆ Kept clean
- ◆ Zeroed after each fish
- ◆ Backed up with another scale
- ◆ Situated to accommodate length and weight of all entries

Leasing is an attractive option in that, if done well in advance, availability is guaranteed; capital outlays are reduced; and in case of accidental damage to the scales, friendships are not endangered.

Borrowing is obviously an option with the least direct expense (short of stealing). One viable source includes the manufacturers themselves – often very cooperative if given enough lead time to accommodate the request. Alternatives also include other tournaments, freight or farming interests, or your long-lost cousin from Dallas. Remember though, problems sometimes arise from poorboying it when scales are lost, misplaced or damaged (regardless of the who or why) while in your tournament's possession.

With no pun intended – the economics, rules, logistics, and accountability of your tournament should be weighed carefully to determine which scales(s) to use and how they are to be procured. If prestige and professionalism are characteristics high on your tournament's list of priorities, then all scales should be certified, preferably at the weigh-in site. This is essential if record fish are involved. For a nominal fee, the Texas Department of Agriculture's Division of Weights and Measures will provide this calibration, but adequate advance scheduling for this service should be made. Other states may have similar programs, as well.

It's also a good idea to always have access to a backup scale in case of failure of the primary scale during the tournament. This is particularly true if an electronic scale is being used. It may be wise to select a mechanical-type backup scale. Also, be sure the backup scale is certified and calibrated with the primary scale.

The weighmaster, and any assistants, should be well-acquainted with the operation of the scales. If necessary, train them before the contest begins, familiarizing them with peculiarities of the equipment and any tricks-of-the-weighman's-trade, such as keeping the scales clean and zeroed properly, compensating for the tare, such as ropes and chains used to hang fish, or extender boards for platform scales that may be used in the weigh-in procedure.

Site and Setup

Location of the official weigh-in station or stations will vary according to the specific needs and sites available to the tournament. If it is a contest whereby boats, and not individual contestants, are registered, it will be critical to have a dockside location so the fish entries can be validly correlated to the proper vessels and fish easily transferred to the scales.

Tournaments involving fishermen who pier, bank, wade, or surf fish may not require a dockside site. These contests might consider parks, business locations, etc., which are not directly on the waterfront but conveniently located for fishermen and appropriate for the planned event.

Wherever the weigh-in is situated, it should be roped or barricaded off to control curious spectators who otherwise will inevitably interfere with the weighmaster and fish inspectors or expose themselves to

The weigh-in station should be roped or barricaded off to control curious spectators who might interfere with the weighmaster and fish inspectors or expose themselves to possible injury.



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possible injury. A person caught up in the excitement of a big fish about to be weighed in could unconsciously step in front of one of the cranes or fork lifts being used to bring another fish in. It's very important to keep the crowds away from the boat-to-weigh-in station traffic area.

Any tournament that may require the use of more than one weigh-in station should be carefully analyzed. Such an operation has inherent logistical and participant-relations problems. A multistation enterprise demands more tournament staff with associated training and scheduling requirements; more equipment (i.e. scales, inspection equipment) is needed; precision communications and coordination are essential; and multiple, suitable weigh-in sites must be found.

Besides these operational difficulties, it can and usually does create anxiety and doubt in the contestants' mind (especially those who may lose by a small margin) regarding the fairness and consistency involved with the built-in biases of differing pieces of equipment, differing weight recorders and geographically separated stations.

The tally or status board is a must since it allows contestants, their families and friends, and other sightseers to keep abreast of what has been caught without pestering tournament officials. The tally board does not necessarily need to be directly adjacent to the weigh station, but it should be close.

The location of the tally board could, with proper forethought, serve purposes other than informing interested parties and alleviating crowd control problems. The board could be used to draw a crowd or direct traffic flows, which may then become targets for sales or events related to the tournament such as raffles, T-shirts, marina and resort promotions, food and drink concessions, and associated functions (non-fishing contests, dances, cook-offs, etc.).

Also, if fish are to be inspected and fishermen are to be interviewed to verify the validity of their entries, such procedures should be done at a location that is nearby but doesn't interfere with the weighmaster.

Recordkeeping

Properly weighing and recording the weights (and lengths in some contests) of fish entries is crucial to the operations of a tournament and contributes significantly to the integrity of the contest. To ensure that contestants are treated in a fair, consistent and professional manner, it is essential the weighmaster weigh each fish once and only once.

If a reweighing is permitted, it creates operational problems for the tournament staff by breeding distrust and confusion on the part of contestants. Therefore, it is recommended that the fisherman (or boat captain, if a boat tournament) be required to be present at the weigh-in and that he verify the species, recorded weight, date, time of day and who caught the fish by initialing the official weight log.

Considering the relative minimal expense involved for some high-prize tournaments, a printed form which provides a carbon of the original record for the contestant may be warranted. It also may be

necessary to employ a dual recordkeeping system such as a 3- x 5-inch card file in addition to the tournament log.

All contestant questions involving the method, equipment or weighmaster's reading of the scales should be satisfactorily addressed while the fish is being weighed – not at some period thereafter. Stating such in the rules is advisable.

Timekeeping

Timekeeping is a function of some importance in tournaments. Time restrictions such as the earliest fish may be weighed or when the weigh station closes must be established. The weighmaster should be the official timekeeper and officially open and close the station each day of the contest according to his time determinations.

Ties

Ties among contenders for tournament prizes and awards are rare occurrences. However, this does not mean the event sponsors should not prepare for such an eventuality. Procedures for breaking ties should be decided well in advance of the contest and so stated in the printed rules.

Although there may be many, two main methods for settling ties appear predominantly on the tournament scene.

One is simply to rank contending entries by the time they are weighed. If two fish of identical weights should tie for an award, the one recorded earliest at the weigh station wins. A less frequently used (and less attractive) variation of this is to go by which boat or contestant entering the fish registered themselves first in the contest.

The second method is to rank "twin" fish according to lengths. The longest one wins. However, measuring lengths can be a burdensome and time-consuming task. But, if length measurements are to be taken, carefully consider and spell out in detail how each fish is to be measured.

Operations

The last, but not least, considerations in the complete weigh-in are the operational details. Common sense dictates most of these tasks. Therefore, they will require little more than a brief review in this section. They include:

1. Keep the scales free of blood, mucus and dirt. Failure to do so could affect the reading as well as the life and workability of the scales.

2. Zero the scale between each fish weighed to ensure a fair and accurate reading.

3. Remove attachments to the fish such as leaders, stringers, lures and hooks (only large hooks will make any measurable weight difference).

4. Look for irregularities in each fish weighed. This could include mutilations, excessive weight for the fish size, excessive gut size or

All contestants' questions should be satisfactorily addressed while the fish is being weighed – not at some period thereafter. Stating such in the rules is advisable.

Freshness standards should be equal to those possessed by fish given reasonable care over the tournament time period.

lack of freshness. Such findings should be brought to the attention of those validating the quality or legitimacy of the fish entries.

5. Mark each tournament fish entry to guarantee it is not entered more than once in the tournament. Such identifying markings could include clipping a pectoral fin, cutting a wedge from the operculum (gill plate), removing an eye (preferred if specimen is to be mounted), or gutting.

6. Make positive identification of the species entered. Having someone trained in fish identification and the use of fish keys could prove beneficial particularly in dealing with mackerels, jacks, and groupers. Old salts have been known to improperly name a fish due to such facts as:

A) juveniles of differing species can often look very much alike;

B) the names of some fish often give misleading descriptions such as black grouper, which can be red or brown; and

C) some fish are so anatomically similar that they can be properly identified only by close examinations involving counting the rays in the fins, counting gill arches, etc.

7. Maintain order and accuracy at the weigh station. This includes keeping spectators out of the weighmaster's way; methodically recording weights, contestant's names, times, dates, and other pertinent information; assisting with the hanging or placement of fish on the scales; etc. With most of the tasks covered above, an assistant to the weighmaster would be of great service.

8. Make reasonably certain the scales are situated in a manner that will accommodate the length and weight of anticipated entries. This includes obtaining sufficient ground clearance on hanging scales or sufficient platform area for platform scales.

JUDGING FISH FRESHNESS

The evaluation of fish freshness can be a valuable tool in enforcing the rules of your tournament as well as enhancing credibility. In fairness to all contestants, fish should be caught within the time period between the opening and closing date of the tournament. The enforcement of such a rule by direct observation would be impractical, if not impossible.

The rule can be enforced indirectly by requiring fish entered to meet certain standards of freshness. Freshness standards required should be equal to those possessed by fish given reasonable care over the tournament time period.

The fish-freshness rule can be used effectively to eliminate questionable entries, but not necessarily to prove willful cheating or fraud. Loss of freshness in fish can occur from neglect or abuse over a few hours time as well as during prolonged storage under ideal conditions. In either case, the entry should not qualify if it does not pass the freshness test.

Besides meeting a freshness requirement, there are several other reasons why a fisherman will want to keep his fish fresh. First, if he

plans to eat his catch he should be aware that the products of decomposition in the fish flesh produce an objectionable odor and taste. This can turn an otherwise pleasant meal into a regretful experience.

In addition, there exists a possible danger to one's health from ingesting bacteria and their toxins produced in stale or in inadequately preserved fish. Also, by keeping fish fresh on board the boat, it's possible to extend its storage life in the fisherman's home refrigerator or freezer.

Finally, many states have a fishery conservation law requiring that all sport fish taken into one's possession be kept in a fresh edible condition.

What Determines Freshness of Fish

The two factors most potentially damaging to fish freshness are temperature and time. Fish have powerful enzyme systems in many organs that function naturally at relatively low temperatures. After the fish dies, these same enzymes help speed the chemical breakdown and decomposition of tissues associated with spoilage. By lowering the temperature of a fish sufficiently through proper icing, the reaction rate is slowed, thus extending freshness.

Bacteria that normally live in, on and around the gut, gills and body surfaces of the fish grow rapidly at moderate temperatures, spreading through all the tissues and adding to the spoilage. If fish are exposed to sunlight for even a few minutes, the resultant increase in temperature not only speeds bacterial growth, but causes dehydration as well. Fish weight loss from dehydration is preventable and certainly should be a concern of any fishing tournament contestant.

Another concern for fishermen is the possibility of a loss of freshness that, because of careless handling on deck, brings the fish into contact with gasoline, diesel fuel, lube oil or other contaminants.

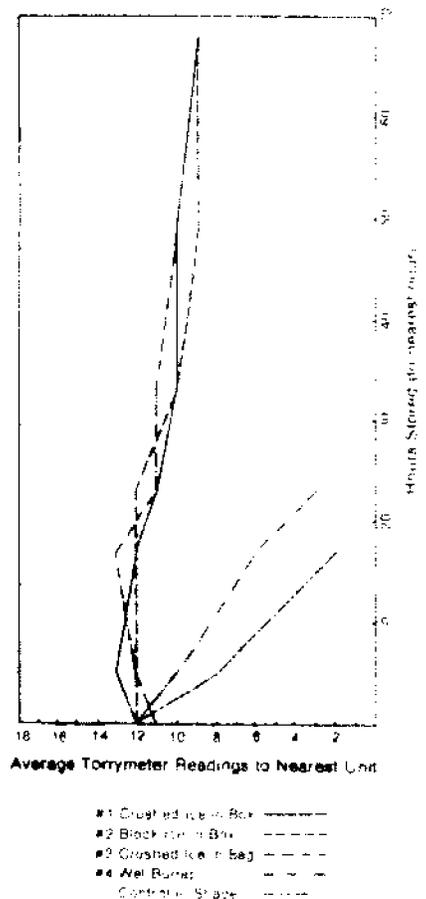
Perhaps the ideal fresh fish could be described as one that has spent the least amount of time going from the water to the ice box, was cooled the quickest, was not contaminated, and was prepared for consumption within a relatively short period.

How Freshness Can be Maintained: The Fisherman's Responsibility

Ideally, fish should be bled, gutted and gilled aboard the boat before being iced. Fishermen must be careful not to cut into the gall bladder, stomach or intestine. Gutting and gilling not only removes most of the bacterial laden organs that contain powerful enzymes, but it conserves ice as well. More ice can be conserved if the heads and tails also were removed. However, Texas law requires that all fish, with the exception of broadbill swordfish, shark and king mackerel, have heads and tails attached until delivered to their final destination.

Naturally, any fish being entered in a fishing tournament should remain whole. If whole fish are iced sufficiently, there will be little loss in quality within a day or so. If properly cared for, any tournament fish should be good to eat.

Effects of Time
on Torrymeter Readings of King Mackerel
Held Under Five Storage Conditions

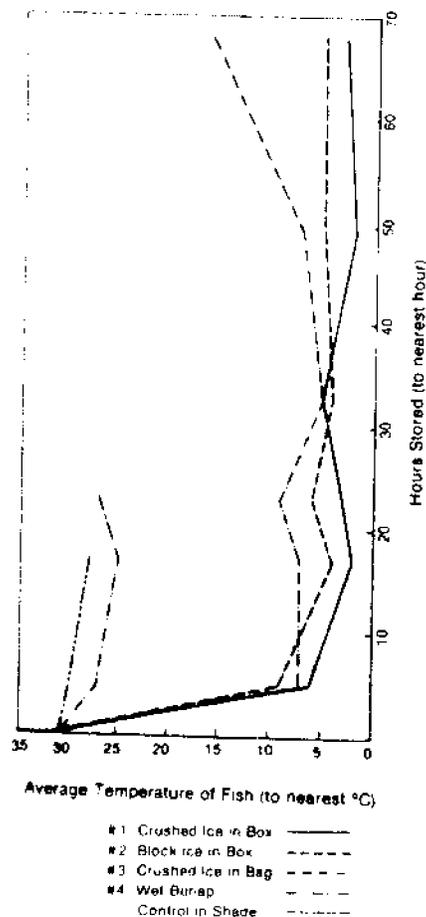


DEFINITIONS

Torryster – A hand-held electronic device that senses the dielectric properties of fish flesh and rates it in on a numerical scale.

Organoleptic evaluation – Using appearance, texture, color and smell to determine the freshness of a fish.

Cooling Efficiency of Various Storage Methods
(Using King Mackerel)



In an attempt to determine the most efficient procedure for on-board handling of fish, four commonly used storage methods were tested: (1) fish on crushed ice in a cooler, (2) fish on block ice in a cooler, (3) fish on crushed ice in an insulated fish bag, and (4) fish in a wet burlap bag with no ice. The test was designed to hold at least two fish per storage method for a period of three days. The species tested was king mackerel. Test fish ranged from eight pounds to 44 pounds and were caught within a five-hour period.

In general, all three methods of icing were effective in preserving fish freshness over the three-day test period. However, test fish left on deck in the shade and covered with burlap proved to be a marginal storage method. By occasionally splashing them down with water, the temperature of the fish is lowered. In any respect, the burlap method should not be relied upon for more than four or five hours in warm weather.

Probably the worst thing a fisherman could do would be to cover a fish with a plastic tarp and leave it on deck in the hot sun for several hours. The plastic prevents ventilation and heat is allowed to build up much like that of an incubator.

In summary, the test indicated that the following suggestions should be followed to ensure fish freshness aboard fishing vessels:

1. Fish should be stored, belly-down if dressed, in an insulated fish cooler or bag. The liner of the box or bag should be impervious to water to ensure that the insulation remains dry. If a built-in boat fishwell is used, check with the manufacturer to be sure it is insulated on all six sides. Rapid melting of ice in a fishwell indicates inadequate insulation. The cooler size or bag size should, within reason, match the size of the fish. This helps conserve ice needed to cool the fish adequately.

2. The fish should be placed on ice as soon as possible after being caught. Even a 15-minute delay in hot weather could be detrimental to fish freshness.

3. Either crushed or block ice should be applied to fish at a weight ratio of no less than one-to-one. As ice melts, more should be added. Fish should remain in contact with ice on all surfaces of their bodies. In other words, don't layer fish upon fish. Do not allow fish to remain in water.

4. Don't delay in getting fish to their final destination. If a fish has a chance to win a tournament, it should be brought to the weigh-in station as soon as practical. Delaying causes weight loss due to dehydration. If a fish is adequately iced, its freshness is ensured. If not, it runs a chance of being disqualified.

How Freshness is Evaluated: The Judge's Responsibility

The seafood industry has traditionally relied upon organoleptic methods, those involving the senses, to evaluate freshness of the products they buy and sell. Appearance, texture, color and smell can reveal much about how long a fish has been dead and how well it's been iced.

Freshness evaluation tools: In addition to organoleptic evaluation, fishing tournament judges can use other means to ascertain fish freshness, the most practical being the Torrymeter and the light microscope.

The Torrymeter is a hand-held electronic device that senses the dielectric properties of fish flesh, converts them to a whole number on a scale between zero and 16, and displays it on a lighted panel. As the dielectric properties of the tissues change during spoilage, the subsequent Torrymeter readings decrease in value.

The microscope is useful in examining stained blood smears taken from the hearts of the fish being evaluated. This technique is employed to identify fish that have been previously frozen.

One should keep in mind the Torrymeter and microscope tests are best used to reinforce or verify organoleptic evaluations rather than being an end in themselves.

One way to have a standard by which to evaluate the freshness of fish being entered in the tournament is to have a "reference fish" on hand near where the freshness evaluations are taking place. A fish that is representative of the target species of the tourney should be caught and placed on ice during the first hour of the tournament. It should be kept well-iced during the entire tournament, and used for comparing the torrymeter readings and organoleptic features of fish entered in the tournament. If a complaint arises from a contestant whose fish was disqualified based on the freshness standard, the reference fish can be shown as an example of what a properly iced fish should look like.

The Torrymeter is sturdy and dependable but, like most electronic instruments, needs to be calibrated or checked for accuracy from time to time. Before weigh-in begins each day, readings should be taken from a fish known to be fresh and another of the same species that has been previously frozen or is of obvious poor quality. This gives the observer confidence in readings obtained from tournament fish and the range of values to expect.

As pointed out in the Torrymeter operations handbook, different species of fish with the same degree of freshness may produce slightly different readings (see Appendix J). Thick skin or large scales on some species appear to have a buffering effect, which reduces the range of values between very fresh and spoiled specimens. Torrymeter readings of large black drum, for example, may range from 10 for a very fresh specimen to a six for one that's spoiled. In cases where scales are thick or large, scales should be removed before taking a reading. The Torrymeter test may not be applicable on large, thick-skinned fish such as billfish, sharks and rays.

Also, a log of readings from all qualifying species should be maintained by the tournament to help judges determine what variations are considered normal.

Another important consideration is the location on the fish's body where the reading is taken. The area on king mackerel that gives the most consistent high readings is a little more than half way up the

The Torrymeter and microscope tests are best used to reinforce or verify organoleptic evaluations rather than being an end in themselves.

TORRYMETER READINGS

Areas to Avoid

- ◆ Gut cavity
- ◆ Head
- ◆ Gills
- ◆ Tail
- ◆ Gaff injuries
- ◆ Bruised areas

side of the body, over the origin of the anal fin. This is where the test fish readings were taken.

Areas to avoid are abdomen or gut cavity, around the head or gills, and the tail area. Also stay away from gaff injuries. Readings should be taken from both sides of the fish to reduce the chance of an artificially low value due to an invisible bruise or trauma.

Observations: During a three-day experiment mentioned earlier, several observations were made which may be of assistance to those in charge of evaluating freshness. These are as follows:

- Torrymeter readings of iced king mackerel remained fairly stable over a 68-hour period. Readings for fish that were not iced dropped significantly after only eight hours of storage. Torrymeter readings tended to be closely correlated with the organoleptic evaluations and provided a good indication of freshness.

- Gills of fish that are well-iced remained red to pink throughout the 68-hour experiment, with the lightest shades on the outer margins of the gill membranes. The gills of fish standing in water with block ice looked a bit washed out and more pink than red. The three-day old fish did not, however, look white, gray or brown, which is characteristic of fish subjected to prolonged storage.

- At least some heavy slime appeared on fish gills within the first day of storage, with the greatest amount on fish on block ice.

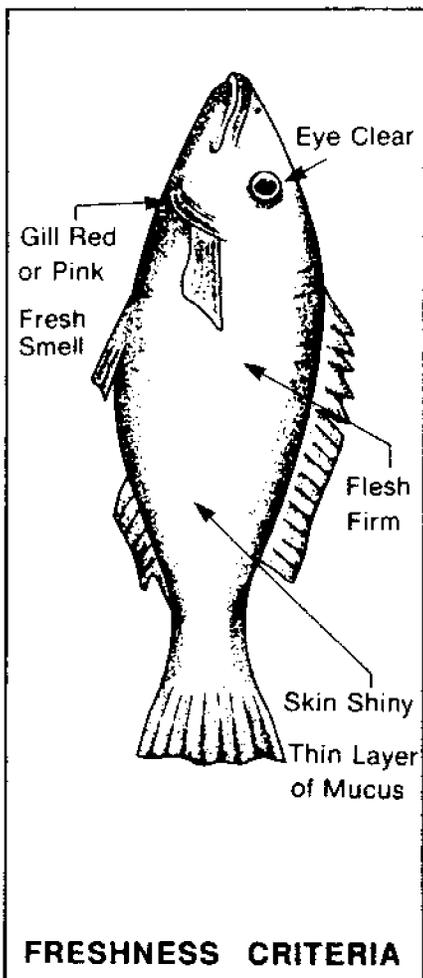
- Cloudiness of the eyes began to appear the first day in practically all fish tested. After three days, an inspection showed the cloudiness of the eyes was confined to the cornea and the vitreous humor while the hard crystalline lens remained clear. However, after being frozen for two weeks, the hard crystalline lens of a test fish was cloudy. Since there are possibly other factors that can cloud crystalline lens, this test will not prove conclusively that a tournament fish has been frozen. It may suggest, however, that further testing is needed.

- Microscopic examination of blood smears taken from fish on ice for three days showed the red blood cell membranes intact. Blood taken from a two-week frozen fish, however, did not have the characteristic cell membranes around the red blood cell nuclei.

- Some degree of rigor and firmness of flesh remained with properly iced fish over the three day test period.

- Well-iced fish generally maintained a shiny, moist skin, with a thin layer of mucous on the skin.

- Probably the most dramatic freshness evaluation using the senses is that of smell. The smell test involved raising the gill cover or operculum and sniffing the gill chamber area. A fresh fish smell is described as one being identifiably fish but having no objectionable characteristics. Properly iced fish should continue to have a fresh smell even after three days. Upon termination of the study, fish in the insulated fish bag were observed to have a sour smell. Even if fish do have a slight sour odor after three days, they will normally pass the overall freshness test.



It is necessary for tournament judges to maintain good records of freshness tests. This is especially true for fish that make the board or are "in the money." In order to do a thorough job of testing freshness, judges should not be rushed. It may be necessary to stagger weigh-in deadlines to accomplish this.

If a fish is a potential winner but is disqualified for failure to pass the freshness test, list the reasons why and explain them to the contestant. Take color photos of the disqualified fish next to a fresh specimen of the same species for comparison. They may be needed later.

Freshness Criteria: Tournament directors may want to give each participant a copy of tips on keeping their fish fresh (see Appendix I). It also may be a good idea to list the freshness criteria for qualification of tournament fish in the tournament brochure. An example would be:

1. Fish should have gills that are red or pink. They should not be white, gray, brown or any color other than red or pink.
2. Fish should not have a sour, ammonia, spoiled, rotten or any other objectionable odor.
3. Fish should have a clear crystalline lens of the eye and/or blood that contains red cells with cell membranes intact.

The following characteristics are not critical for qualification, but if missing should alert the judges to the need for close examination of the entry:

1. A thin layer of mucus on skin.
2. Some rigor or stiffness in the body.
3. Skin that does not wrinkle excessively when body is bent.
4. Flesh that is springy, not soft or mushy.
5. Eyes that are clear, not cloudy or wrinkled.
6. Gills free of heavy slime.
7. Skin that appears shiny rather than dull.

It may be necessary to alter freshness standards and procedures or make special allowances for large fish that create special handling problems for contestants. These may include large sharks, rays, and bill fish. If allowances are made, they should be listed in the tournament rules and regulations.

SPECIAL CONSIDERATIONS FOR BAY TOURNAMENTS

While most offshore fishing tournaments typically require fishermen to be away from the weigh-in station for several days at a time, some allowance for reduced quality may have to be made with extremely large fish such as blue marlin, stingrays and sharks, particularly if the fish was caught early on the trip.

Bay and inshore fishing tournaments, on the other hand, should maintain much higher freshness requirements for tournament entries. Boats fishing at bay and inshore tournaments generally are located much closer to the weigh-in than offshore tournament boats.

A discovery of cloudy eyes on a tournament entry does not prove conclusively that the fish has been frozen. It may suggest, however, that further testing is needed.

Generally, all fish caught by contestants in bay and inshore tournaments should be submitted to the tournament weighmaster within 24 hours.

Higher Freshness Standard

The proximity to the weigh-in station offers little excuse to a tournament contestant who has entered a fish that exhibits a lack of freshness based on an overall inspection, low Torrymeter readings and offensive odor. Generally, all fish caught by contestants in bay and inshore tournaments should be submitted to the tournament weighmaster within 24 hours. This is a reasonable amount of time to allow for most unforeseen problems that a contestant might encounter preventing him from reaching the weigh-in station.

Given reasonable care and adequate icing, fish freshness and quality can be maintained over that period of time, without exhibiting previously mentioned characteristics of advanced decomposition. As is the case in offshore tournaments, the contestant should weigh his fish in at the earliest possible time, particularly if the fish has a chance to win the tournament, to reduce weight loss due to dehydration and to reduce the risk of being disqualified.

Measuring Slot Limit Species

Another special consideration bay and inshore tournament officials may want to give serious thought to is the selection of species. Weighmasters and officials should consider the extra effort required to measure fish which fall under a "slot limit." A slot limit is a fisheries management technique imposed by the state regulatory agency to promote a "catch and release" fishery and reduce the harvest of larger broodfish.

In Texas, an example of a slot limit fishery is the red drum or redfish. The 18-30 inch slot limit imposed by the Texas Parks and Wildlife Department means that a licensed Texas fisherman may legally keep and possess only those redfish between 18 and 30 inches.

Often the added task of measuring slot limit fish requires the assistance of additional tournament officials, which can create unnecessary confusion at the weigh-in station, particularly as the weigh-in deadline approaches and more fish appear needing to be processed.

In addition to the increased processing effort required, slot limit species may present other problems at bay tournaments. Since a contestant may legally possess and submit a redfish no longer than 30 inches, first prize in the redfish category would be the heaviest redfish less than or equal to 30 inches. A contestant catching a heavy redfish slightly over 30 inches may be tempted to cheat by trimming the caudal fin (tail fin) to keep it within the slot limit, thus eligible for first place. Quite frankly, contestants who commit such an act stand a pretty good chance of winning, unless the weighmaster and tournament officials have been advised of this possibility. Weigh-in officials should carefully check the tail fins of all fish close to their upper slot limit.

Another problem slot limit species pose for tournament officials is the increased tendency for contestants to load fish with lead weights, ice, or other foreign materials. Contestants are more likely to attempt



to gain an advantage over each other when length limits are imposed. This is especially true when prize money and fame are at stake. Tournament officials should always remain on the lookout for such acts.

USING POLYGRAPH EXAMINATIONS

The use of polygraph examinations are becoming quite commonplace in today's society. Some companies with employees that handle large sums of money or perhaps have access to classified or privileged information require pre-employment and periodic polygraph examinations.

They are used by the military, power companies, financial institutions, criminal and civil courts, law enforcement, and, most recently, the U.S. Congress.

As the value of cash prizes offered by fishing tournaments increases, so does the incentive to violate tournament rules and regulations in order to win. Although there is no such thing as a foolproof system to prevent cheating, the use of polygraph exams can add much to the credibility of a fishing tournament and help provide equal opportunity of winning for all participants.

What is a Polygraph Examination?

A polygraph examination requires about an hour to administer and basically consists of two parts. The examiner conducts a private interview with the subject to acquaint him with the examining procedure, brief him on the examination questions, and gather baseline data about his physical and emotional state.

The second part is the actual exam which consists of nine to eleven questions with yes or no answers. About half of the questions are crucial to the exam and the others are irrelevant. After all the questions are answered, they are repeated in a different order.

The subject must answer the questions while several remote sensors of the polygraph machine are attached to his body. The polygraph detects pulse rate and pressure, breathing rate, and galvanic skin response and records them on a paper roll called a polygram. The examiner then evaluates the polygrams and the subject's response to the questions asked.

The results are reported according to the number of issue/relevant questions that were "cleared." The subject may clear all of the questions, clear some of the questions, or possibly the exam could be found inconclusive. An inconclusive exam may result when the subject has recently taken alcohol or drugs or perhaps is in an unsuitable emotional state.

Who Gives Polygraph Exams and What do They Cost?

Polygraph examiners are trained, tested, and licensed by the states. Their equipment and records are checked on a regular basis by state inspectors and must be passed for the examiner to remain certified.

The use of polygraph exams can add much to the credibility of a fishing tournament and help provide equal opportunity of winning for all participants.

Rate structures and fees vary with different examiners and with situations. A single exam may cost anywhere from \$50 to \$100. Some examiners charge a daily rate of \$500 plus expenses, and will administer as many exams as time allows.

In some situations the use of two polygraph examiners may be advisable, such as when many exams must be administered in a short period of time. If the prize money is extremely high, it may be advisable to examine the subject twice by two different examiners.

When Should You Use a Polygraph and Who Pays for It?

The decision whether or not to use the polygraph exam in a fishing tournament should be based at least in part on economics. It wouldn't make much sense to administer an exam that costs \$100 to protect a prize or award of \$200. However, if a person stands to win several thousand dollars in a contest, then the expense of a polygraph exam represents only a small percentage of the prize value and becomes more practical.

Fees for administering polygraph exams will be paid out of tournament profits. Although their use adds to the credibility of the tournament and its directors, the contestants themselves are obviously the real benefactors from such a service. For this reason, a tournament director may want to set the registration fee high enough to compensate the tournament for the additional expense.

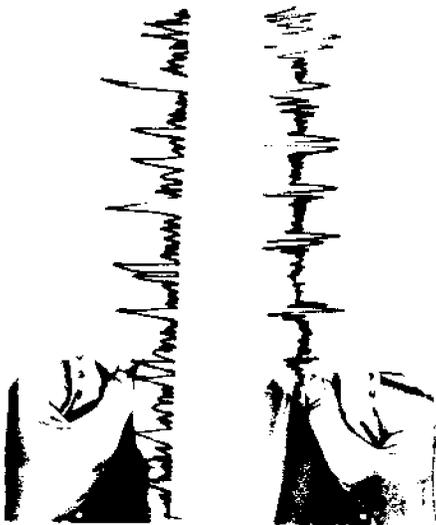
How Should the Polygraph Exam be Administered?

The polygraph exams should be administered immediately after the close of the weigh-in station and prior to announcing the winners and awarding prizes. A private office or motel room in the vicinity of the tournament headquarters would be a suitable location for examining winners.

In respect to which contestants should be examined there are perhaps several options. If contestants register by boat, a tournament director may choose to examine only the captain of the boat. This is with the assumption that the captain knows all the details and circumstances under which each fish was landed on his boat.

A second option would be to examine both the captain of the boat and the crew member that caught the winning fish. This would enable the examiner to corroborate exam results and help rule out possible errors. Examining the captain and each crew member of the winning boat would be even better, but could become economically prohibitive. Although some boat tournaments restrict the number of crew members per trip, they may allow any number of crew members to participate over the duration of the tournament. Examining all of them could add up to a sizable and unnecessary expense.

If registration is by individual contestant, the person who caught the winning fish should be examined along with at least one witness. If the contestant claims there were no witnesses then perhaps one of the exam questions could be used to verify this fact.



Administering polygraph exams to only one or two winners who were singled out on suspicion of cheating could create difficulties for the tournament directors. For this reason "across-the-board" exams are recommended for all winners of the top prize money places.

Again, whatever procedure is followed in regards to the polygraph exam requirements should be clearly stated in the rules and regulations and come as no surprise to contestants.

How Reliable are Polygraph Exams?

An experienced polygraph examiner operates within a 90+ percent confidence level on test results. The chance of error can be reduced further by corroborative answers from two or more individuals being tested on a commonly shared experience. In other words, the confidence level increases with the number of witnesses to the event taking the exam.

If physiological responses to test questions are masked by drugs or alcohol in the system or if the subject is in an excited or depressed emotional state, the examiner may rule the test inconclusive. In such cases, the exam would need to be readministered when the subject is fit.

What About the Legality of Polygraph Exams?

Because of the variety of circumstances that exist in individual cases and the complexity of our legal system, only a few generalizations will be made concerning the legality of polygraph exams. The polygraph exam is completely voluntary and cannot be forced upon anyone. In fact, before the exam is given, the subject must sign a waiver stating he is taking the exam voluntarily and will "hold blameless" the examiner and all associated with the polygraph exam concerning the outcome and any or all legal action that may occur.

This is one of the reasons why each contestant must agree to voluntarily submit to and clear a polygraph exam in order to qualify for any prize offered by the tournament. This should be written in the rules and the agreement signed by each contestant.

Under these circumstances, if a contestant refuses to take a polygraph exam or fails to clear one satisfactorily, he automatically disqualifies himself from receiving prize money. The tournament director may then award the prize to the next "runner up" provided he satisfactorily clears the polygraph exam.

If some form of litigation ensues as a result of the disqualification of a contestant, the polygraph examiner may be called as a witness in court. The opinion of judges concerning the validity of a polygraph exam may vary. If the judge and plaintiff's attorney will allow it, the results of the polygraph exam would be admissible as evidence.

Should You Use an Exam?

In summary, most fishermen are true sportsmen and competitors. They want to compete in a fishing tournament that offers everyone an

If a disqualified fish is a potential winner, adequate documentation is necessary. When documentation is complete, the disqualified fish should be well-iced and retained for future reference.

equal chance to win. The polygraph exam can be a valuable tool in enforcing fishing tournament rules and regulations.

Also, it can add credibility to the tournament and its directors, and if administered equitably and fairly to all winners, it should not create any dissatisfaction or hard feelings. The mere fact that polygraph exams are required will discourage cheating among the "honest" contestants and usually prevent the "dishonest" fishermen from entering the tournament.

DISQUALIFICATION OF ENTRIES OR CONTESTANTS

Sooner or later there will come a time in every fishing tournament when an entry must be disqualified. It is most important at this time that tournament officials exhibit the highest degree of preparedness, courtesy and professionalism.

There must be absolutely no misunderstanding between judges, tournament officials and workers as to who has the authority to disqualify an entry, the basis for disqualification and the standard operational procedure for the disqualification. The disqualification procedure should be thoroughly reviewed by the tournament director and his staff in the pre-tournament planning sessions.

Responsibility

In most cases the ultimate decision on whether or not an entry should be disqualified lies with the tournament director. During the weighing and judging of tournament fish, the director should remain at arm's length from the judging, but should be available to make final decisions based on the available information and after his personal investigation. The director in turn may seek the advice of a judges' panel before the decision is made. The judges' panel should be made up of several individuals, which may include the weighmaster, quality control adviser, recorder and perhaps a trustworthy, knowledgeable individual outside the tournament organization.

Procedure

Basically, any violation of Tournament Rules and Regulations should result in the contestant's disqualification from the tournament. The only other option is for the director to prioritize tournament rules and assign degrees of severity to the violations. This could lead to a management nightmare and is not recommended.

Disqualification may come as a result of violating rules dealing with gear restrictions, size and/or composition of crew or fishing team, fishing outside designated range or area, improper registration, technical procedures and others.

Upon disqualification of an entry for any of these reasons, a director and his staff should document as many of the facts as possible. These could include photographs, written statements from witnesses and other physical evidence. Disqualified fish should be retained by the tournament to verify the judges' decision or for future reference. This provision should be so stated in the rules and regulations.

In the course of handling, weighing, examining and recording information about an entry, the tournament staff should be alert to any irregularities or abnormalities about the fish. These may include gill net marks, excessive weight for body size, lack of freshness, mutilations, or ice stuffed into the mouth and gut. If such is the case, nothing should be said to the contestant, but it should be pointed out confidentially to the director.

Likewise, if the fish fails the freshness test, the quality-control adviser reports it to the director. If the director determines that tournament rules have been violated, the director may disqualify the fish immediately or ask that it be gutted and examined or subjected to further testing.

If a disqualified fish is not heavy enough to place in the contest or would not be credited with points or become part of an accumulative score, it is of no consequence to the tournament or the contestant. However, if a disqualified fish is a potential winner, adequate documentation is necessary. If the fish is mutilated or fails the freshness test, color photographs of the head, gills, net marks and/or mutilations should be taken and filed.

In addition to the standard information, list other pertinent facts such as body temperature, length and Torrymeter readings. The fish should be marked by the weighmaster in the usual manner. The judge may wish to determine, for the record, what conditions the fish were subjected to that resulted in its disqualification. In Appendix K you will find a list of questions that should be asked of contestants with disqualified fish. Keep in mind, however, that because there is no way to verify the truthfulness or accuracy of the answers, they should not affect the decision to disqualify the fish due to failure of the freshness test.

Tournament judges may also wish to document the comparison of the questionable entry to a "control" fish that has been kept on ice since the beginning of the tournament (see discussion in the Judging Fish Freshness section). When documentation is complete, the disqualified fish should be well-iced and retained for future reference. The contestant should be given a fully detailed explanation of why his fish was disqualified. In most cases, violations of rules occur through neglect or carelessness; therefore, the contestant should not be subjected to any unnecessary embarrassment or ridicule.

If freshness tests indicate the fish had been previously frozen or if there is substantial evidence that attempted felony fraud has been committed, the tournament director may wish to contact the authorities. If a contestant's fish is disqualified for any reason, he is not considered a winner and should not be given a polygraph exam.

Contestants' Recourse

Listed in every tournament's rules and regulations, there should be a provision stating that in any and all matters the tournament judges' decisions are final. Assuming the recommended disqualification procedure was followed, there is no basis to appeal or protest the

If a contestant's fish is disqualified for any reason, he is not considered a winner and should not be given a polygraph exam.

ENTRY DISQUALIFICATION STEPS

1. Fish fails inspection or freshness test.
2. Quality control personnel report it to tournament director.
3. Director investigates.
4. Director disqualifies entry.
5. Director and quality control personnel document reasons for disqualification.
6. Director gives detailed explanation of reasons for disqualification to contestant.
7. Director notifies authorities if necessary.

The FTIRS program is not appropriate for some tournaments. These tournaments are advised to develop an efficient software program expressly for their use.



final decisions concerning the qualification or weight of the tournament fish.

In fairness to the contestant, however, there should be an appeal or protest procedure to discover irregularities or disputes unknown to the judging staff. This protects the contestant's rights and assures him that all tournament guidelines were followed by all contestants and all had a fair opportunity to win.

If a contestant suspects foul play by another contestant, he should be allowed to file a protest and appear before the judges panel and state his case. The tournament director may wish to call in the local County Extension Marine Agent or perhaps other resource personnel to assist with the protest hearing. Since there is a substantial amount of time and expense (travel and consultant fee) associated with hearing a grievance, there should be a protest filing fee of \$50 or more paid by the contestant. If the protest was justified and the decision made in favor of the contestant, the filing fee should be returned to the contestant and the cost absorbed by the tournament.

Any grievance or protest should be settled prior to announcing winners and awarding prizes. Details of the protest procedure should be listed in the tournament rules and regulations.

COMPUTERIZING YOUR TOURNAMENT

Utilizing computers and computer software to organize your tournament can be an effective management technique. However, because computers are relatively new to the tournament scene, some directors are skeptical about their benefits and question how they work.

Texas A&M University researchers have developed a software program made specifically for use in fishing tournaments. It is known as the Fishing Tournament Information and Retrieval System or FTIRS. What follows are some typical questions directors might have about putting their tournaments on computer and an explanation as to how this particular software works.

WHAT ARE THE BENEFITS OF PUTTING A TOURNAMENT ON COMPUTER?

Currently, there are two types of fishing tournaments on the Texas coast. Some are like "Mom and Pop" operations and an increasing number are being run by businessmen using good business principles and practice. The FTIRS software program can be useful to both of these tournament types; it will likely be more easily accepted by the latter group of tournament operators.

The FTIRS can be used to help tournaments run smoothly. Information can be processed more accurately and efficiently during the event than if handled manually; this will enhance credibility.

Many well-run tournaments turn into disaster when the time comes to determine who the winners are. The FTIRS provides an immediate

calculation of a leader's board (standings). This can help to keep public and participants' interest high.

Another advantage is that the program produces labels that can facilitate mailings to previous participants.

The FTIRS can be of assistance for future events as well. Listings of participants and their addresses can also be used for marketing future tournament events.

There are conservation benefits also. At a time when many fish stocks are in trouble and when data are in short supply, there is a need for information on catch during tournaments. FTIRS provides a means of keeping catch records from each year's event to assess change over time.

ARE THERE DISADVANTAGES TO USING A COMPUTER OR THIS SOFTWARE PACKAGE IN PARTICULAR?

"Mom and Pop" operations will have to become much more sophisticated before they are likely to become computerized. They are simply not oriented to computers; they are "put off" by them. To them any cost for a computer will be too high. Although the cost of hardware needed to use FTIRS was taken into consideration, some tournaments might feel that the advantages are not sufficient to warrant the expenditure for hardware.

The FTIRS program will not fit every tournament situation. Since it was developed as a generic program, it might not be useful to those tournaments with a large number of sub-categories or with numerous place standings. These tournaments are advised to develop an efficient software program expressly for their use.

The FTIRS will not overcome weigh-in problems or fraudulent entries. It simply provides an efficient means for recording and displaying standings.

WHAT CAN TOURNAMENT SOFTWARE DO?

The FTIRS records participant names and addresses and various information on each boat entered. Printouts can be produced using the above information. This information can be used during and after the event.

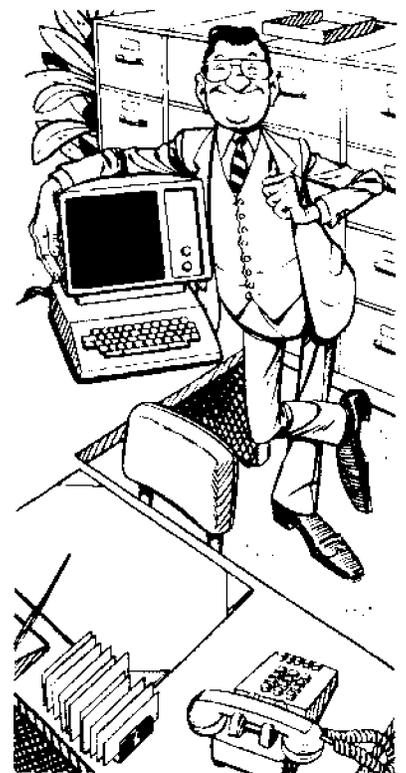
The program is flexible to the extent that it can be tailored to fit most tournaments. Particular divisions and categories of entries are established and data recorded in each.

The computer program allows you to enter information for each catch and then it tells you whether or not the person placed.

The program provides various printouts of standings including the entire leader's board.

WHAT OTHER SOFTWARE SYSTEMS EXIST FOR PUTTING YOUR TOURNAMENT ON COMPUTER?

Several tournaments throughout the United States have designed software to handle the peculiarities of their events. These are run on



both mainframe and micro units. We know of no other generic software besides FTIRS that can be custom tailored by the user.

HOW ARE TOURNAMENTS RESPONDING TO THE FTIRS?

Tournaments have responded well to the availability of the software. The software is currently being used in eight states. Orders for the software documentation from the Texas A&M Sea Grant Program remain strong.

ON WHICH COMPUTER SYSTEMS WILL THE FTIRS PROGRAM OPERATE?

FTIRS was developed to operate on IBM microcomputers as well as those which are IBM-compatible. In addition, versions of FTIRS are available that will operate on the following microcomputers: IBM CP/M, KAYPRO 4 and Apple II (CP/M 80).

WHAT IS THE COST OF COMPUTERIZING A TOURNEY?

Documentation (TAMU-SG-86-603) for the software is available from the Texas A&M University Sea Grant College Program for \$5. Once this has been reviewed carefully to ensure that the program can meet the user's needs, the software program can be purchased for \$225. The program is available from the Department of Recreation and Parks at Texas A&M University. A demonstration version of the software is available at no charge from the department.

Hardware requirements call for a microcomputer system that supports DBASE II with two double-sided density disk drives (or one drive and a hard disk drive), 128 K internal memory, 24 x 80 addressable console screen and an 80-column printer. The cost of a basic computer system with this capability ranges from \$800 to \$1,000.

If a computer can be rented or "borrowed" from a business or another organization, this may be an attractive alternative to purchasing a computer.

WHAT RESTRICTIONS EXIST CONCERNING COPYING THE PROGRAM?

There are copyrights to FTIRS. They are held by Texas A&M University. The software purchasers may make up to three copies of the software for personal use. However, they may not give or sell these to any other party or person.

TOURNAMENT SOFTWARE CAN:

- ◆ Run a tournament smoothly.
- ◆ Provide immediate tournament standings.
- ◆ Generate mailing lists.
- ◆ Keep data on catch records.

GOOD TOURNAMENT RELATIONS

Good tournament relations are another aspect of good tournament management. Tournament relations deal with the way your staff handles people, the ethics you use in running your tournament and the treatment of our natural resources. Making the extra effort to create a good rapport with the participants and the community will reap many benefits in the long run.

Participants will be more likely to return to your tournament if they leave your tournament feeling they have been treated fairly and courteously. Local merchants will be more willing to support future tournaments if they see an increase in business due to your effort to direct participants to their places of business. City, county and parks officials will be more cooperative at future tournaments if the tournament site was left clean, the local resources were not abused and disturbances and accidents were kept to a minimum.

HOSPITALITY

Most impressions of your tournament and community are formed by participants from the contacts they make while at your tournament. It is not formed based on advertising or promotion. You have to remember that the out-of-town participant is generally unfamiliar with your town, and may be in need of information and direction. Each person who touches the tourist is developing an image in that person's mind concerning your community and your tournament.

Be a Good Host

Some tips in general on hosting tourists: Be well-informed about your community. Be aware of attractions and quality places to eat and lodge. Put yourself in the position of the traveler. Think: If I were visiting our town on a vacation, what would I need to know? Have literature and brochures available to help communicate opportunities to the tourists.

Note precisely how to direct travelers to points of interest. Be clear in giving directions, perhaps even draw a map to assist them in finding the point of interest. Be honest with people. If you don't know where something is, don't try to direct them. Refer them to someone who is knowledgeable. False information will certainly lead to an unfavorable first impression.

Provide the information with a smile. Provide information willingly and accurately to your visitor. Ask yourself: What do they want, what are they like? How can you do a good job of serving the visitor's interest. Be aware that it is important to the visitor to receive immediate recognition.

The tournament participant has certain standards based on experiences in other communities. He is looking for competent, capable and responsible reactions. There are four basic rules in being a good host:

1. Smile when you are dealing with your visitor. Learn to serve and sell with a smile.
2. Listen. How can you know what the visitor needs and wants if you are not an effective listener?
3. Be understanding. Simply be sensitive to the visitor's needs. Try to service him; place yourself in his shoes and your mind on accommodating the customer. What are his wants and needs?
4. Last but not least, be sincere. Thank the participants and invite them to come back again.

Each person who touches the tourist is developing an image in that person's mind concerning your community and your tournament.

NOTES

Dealing With the Tourist

The following is a series of hints and guidelines for handling some situations that tournament workers will encounter when dealing with the tourist.

Do's:

- ☛ Do be positive, polite and calm.
- ☛ Give precise and accurate information as quickly as you can.
- ☛ Attempt to acknowledge the fact that you are aware that other customers are there and waiting for service when a line forms.
- ☛ Deal with each customer in a courteous manner and finish with the customer who was first in line before moving on to the next one.

Don't's:

- ☛ Don't be discourteous.
- ☛ Don't appear overwhelmed, frustrated or put-upon.
- ☛ Don't fail to pay attention to those who are waiting.
- ☛ Don't withhold information simply to get rid of the customer.

Dealing With a Mishap

A child at your post-tournament fish fry accidentally spills a plate of food on a wealthy senior citizen from Dallas. Immediately take action to clean up the mess. Attempt to draw attention away from the accident. Be calm and sympathetic. Don't leave the impression that you are unconcerned, embarrassed or put out by the problem.

Don't attempt to establish blame or condemn anyone for any problem that may arise. Do not be discourteous. If a participant has a problem such as losing his keys, having his car overheat or having a flat tire, do not hesitate to provide him with assistance.

Diffusing a Dispute

Consider a situation where a loud local resident is near the weigh-in station using abusive language and smoking a salty old cigar. His words would offend the standard American family with 2.2 children. A couple is concerned about the language that they and their children are hearing, and the smoke from the cigar smells like it's been soaked in turpentine and is absolutely destroying their experience at your tournament.

Be polite; operate with a smile; make every attempt to be understanding about the feelings of all the people involved. Search for a solution that is suitable to all. Be patient and calm, do not lose your cool. Make sure that you are trying to solve the participant's problem, not yours. If necessary, bring in another tournament official. Don't take sides and don't be demanding. Don't become a part of the problem. Don't have a bad attitude about the particular person or situation.

Enforcing Rules and Regulations

1. Be friendly and polite, but stern.
2. Explain clearly the rules or regulations that may have been violated.

3. Keep the entire discussion positive and respond to all questions that are asked of you.
4. Don't be self-righteous, hurried or abrupt. The participant may not be aware he has broken a rule.
5. Make sure that you are operating with reason.
6. If the participant is reacting to a rule or regulation with which he disagrees, do carefully listen to his concerns and needs. Keep your smile in place. Attempt to give a clear, definitive answer based on good reason.
7. Don't become negative about management or others.
8. Don't forget that you are there to serve the public.

Why is It Important to be Hospitable to Participants?

A participant is not dependent on the tournament, the tournament is dependent on him. A participant is not an interruption of your work, he is the purpose of your doing it. You are not doing him a favor by serving him, he is doing you a favor by giving you an opportunity to make money from him. He is not an outsider to the tournament, he is part of it, the main part. The participant is not a cold statistic, a name on an entry form or computer, he is a flesh-and-blood human being with biases, prejudices, feelings and emotions like you.

CODE OF CONDUCT

Fishing tournaments are competitive sporting events which pit the skill, knowledge, and, to some degree, the luck of one person against that of another individual and against Nature herself. Because of the social and environmentally unique interdependencies of these contests, a basic code of conduct has, through evolutionary processes, attached itself to these events.

There are five basic elements to which a well-run tournament should adhere. As a guide for the tournament sponsor, the following set of questions should be satisfactorily addressed concerning all aspects of the planning and implementation of your tournament.

Will It Promote Honesty and Integrity?

The architecture of your contest should be such that it is above moral and legal reproach. It should create and maintain an atmosphere that encourages and rewards these sporting virtues.

Will All Contestants be Treated Fairly and Equally?

All participants should be provided an equal opportunity to compete. Incorporate rules and procedures that strive to eliminate misunderstandings and inconsistent dealings between contestants and tournament managers. Handle all phases of tournament operation in a professional and objective manner.

Will It Enhance Community Good Will?

Even if community enhancement is not among the primary goal(s) of your contest, it is definitely an advantage to include it within the

The architecture of your contest should be such that it is above moral and legal reproach. It should create and maintain an atmosphere that encourages and rewards honesty and integrity.

The official rules of the tournament should serve to guide contestants in their angling practices to ensure that they abide by state and federal fishery conservation practices.

secondary objectives. Your event will in some manner affect the community in which it is held.

Make every reasonable effort to ensure that positive vibes accrue to the host community and its citizens. Such efforts may include joining the local chamber of commerce; donating fish catches to local charitable, church or civic organizations; permitting such groups to handle various concessions or ancillary functions (i.e. meals, dances, etc.); involving local leaders in the planning and/or contest fishing; assisting the news media in its coverage of the tournament. In a nutshell, follow a good neighbor policy.

Will It Reflect Responsible Planning and Management?

Display friendliness, professionalism, and courtesy in dealing with participants and their families. The personal satisfaction derived by the tournament's contestants from their participation in your event should be one of the foremost considerations in the development and operation of this angling event. The overall success of the tournament in many ways depends on the perceived enjoyment of the individuals entered.

Will It Responsibly Support Resource Conservation?

In the long run, disregard or disrespect for the fish and marine environment, which are essential to a competitive angling event, may cripple or lethally affect such activities. Tournament sponsors can easily set the tone for good resource stewardship through their rules, procedures, attitudes and examples. Failure to do so is like killing the goose that laid the golden egg; develop your tournament around sound resource-management doctrines.

CONSERVATION OF RESOURCES

As previously stated, fishing tournaments and those who enter them have an obligation to protect the fish they seek to harvest and the environment the fish inhabit. Not only because they have a vested self-interest in doing so, but primarily because it is a publicly owned resource they are utilizing, they must be willing to assume this responsibility.

Without the targeted resource there would be no fishermen and subsequently no tournaments. For this reason, a more detailed emphasis on resource conservation than was provided in the section on the code of conduct is necessary.

The tournament has the opportunity, as well as the civic duty, to create an atmosphere of resource conscientiousness that will surround the actions and reactions of its sporting gentry. An enlightened mood of respect for the fishery resources can be fostered when directed efforts are made by the engineers of the tournament.

Discourage Overexploitation

Fishermen who are so self-indulgent or irresponsible as to recklessly overharvest fish do little to promote the sterling image your

tournament should be diligently striving to build or maintain. Good sportsmen are those who show respect for the resource and other anglers — greedily snatching fish from public waters does neither. Unavoidably, however, your tournament's reputation is painted by the behavior of its participants, so make a conscious effort to guide their actions.

Discourage Illegal or Questionable Fishing Practices

Whether the tournament or its fishermen agree or not with management regulations as set forth by state or federal governments is of little consequence. However, failure to recognize and fastidiously follow these legal limitations can have serious repercussions for the contestants and the tournament. These may surface as litigation, fines, bad press, community disenchantment, participant dissatisfaction, etc.

The official rules of the tournament should serve to guide contestants in their angling practices to ensure that they abide by state and federal fishery conservation practices. However, tournament personnel should not feel compelled to assume the cumbersome and potentially hazardous role of game wardens in terms of checking fishing licenses, saltwater stamps, bag limits, etc.

Discourage Waste of the Resource

Almost all fish are edible if properly handled and prepared. Therefore, reasonable effort should be made to see that tournament-caught fish meet their destiny as table fare. Encourage the contestants to care for, clean and take home fish for their consumption or perhaps use them in a tournament fish fry.

If event logistics hinder these activities, consider donating them to a worthy group (charity, church, civic group, etc.). Make pre-arrangements with potential recipients to pick up any fish unwanted or unclaimed by the contestants.

Whatever you decide to do with the fish, do not stockpile tournament catches at the weigh station until they rot. This stinks in more than just the literal reference! In addition to being bad public relations, it is illegal in some states. For instance, in Texas, Parks and Wildlife regulations state, "A person commits an offense if the person leaves edible fish or bait fish taken from the public waters of this state to die without the intent to retain the fish for consumption or bait."

Discourage Environmental Degradation

Pollution can take many forms. Some that may involve fishermen include discharging human waste, oil and chemicals, fishing line, etc. into our marine waters. All of these are potentially harmful to our valuable marine life.

Untreated sewage can hasten the spread of disease to humans, fish and wildlife. Petroleum and certain chemical substances in the marine environment can produce drastic ill effects or even death in fish and

"A person commits an offense if the person leaves edible fish or bait fish taken from the public waters of this state to die without the intent to retain the fish for consumption or bait."

wildlife; in fish alone it can be directly lethal, affect growth and reproduction, or hamper the survival of eggs and larvae.

Garbage has been shown to create unwelcomed problems for marine life. Such common trash items as plastic six-pack binders have produced tragic results when unsuspecting fish have swum through the rings only to find themselves permanently girdled by these careless discards. Whales in the Gulf, who are believed to have mistaken plastic trash bags for schools of squid, ingested them and later died of gastric distress. Sea and shore birds have fatally entangled or snared themselves in monofilament fishing line needlessly cast aside by uninformed anglers.

The flow of negative impacts tends to spread even farther when tar, trash, and dead animals (fish, birds, marine mammals, etc.) find their way to our once clean shores.

Encourage Non-Traditional Fishing Experiences

There are numerous species of fish that are traditionally overlooked by the saltwater sportsman. To relieve pressure on already-stressed species, tournaments may wish to hasten the recognition of fish that are publicly underrated or unrecognized as gamefish and/or potential table fare. Such fish may include, but are not limited to, skates and rays, croaker, spadefish, bonito and sheepshead.

Most tournaments are kill events requiring the carcass to be presented for certification as an award-winning catch. However, many tournament sponsors are beginning to recognize the potential for irreversible decimation of certain species, and/or the unnecessary waste of our natural resources, and are using catch-and-release as either special divisions within the tourney or as the whole scope of their fishing event. See the "Types of Tournaments" chapter for more details on this type of conservation option.

Eagerly Function as a Fisheries Management Tool

Opportunities for your tournament to serve a vital role in fisheries management studies may present themselves, or they could be aggressively sought out by the sponsors. Actively participating in such investigations will advance the researcher's and the fisherman's understanding of the resource and may lead to improved management of these public goods. The value of pursuing this involvement also can be counted in the public relations benefits it will provide by enhancing both the image of the tournament and the personal satisfaction derived by its participants.

In summary, your fishing tournament should envelop competitive strategies and educational campaigns that complement resource conservation, preservation and enhancement. The health of such sporting events and that of the fish stocks themselves depend on the care and maintenance provided by those using the resources. To ignore these essential fisheries issues shows little regard or respect for the future and those who will inhabit it.



- **WELL,
HOW DID IT GO?**

EVALUATING TOURNAMENTS



CHAPTER
EIGHT

WELL, HOW DID IT GO?

When the tournament has come and gone, you will want to evaluate the success of your tournament. However, the evaluation process involves more than just sitting back and reflecting on how many people attended and how big the fish were. The tournament evaluation process is a time-consuming task that needs to be planned out long before your tournament takes place.

For our purposes here, two evaluation topics will be covered. The evaluation section should answer your questions about conducting a full-blown evaluation of your tournament. This type of evaluation will give you a great deal of information that you can put to use in planning future tournaments. The section on exit polls will give information on conducting a simpler evaluation that provides less information but will indicate participants' likes and dislikes regarding your tournament.

EVALUATION OF YOUR FISHING TOURNAMENT

Most fishing tournament managers want information that will enhance their abilities to make good management and marketing decisions. Both registrant and volunteer/staff surveys are frequently employed for this purpose. Participant information can help define target markets, indicate satisfaction and dissatisfactions, improve tournament facilities management and visitor traffic flows, and answer other management questions. Volunteer/staff surveys help identify complications or breakdowns in planning, operation or marketing efforts.

Before undertaking a survey, managers should be aware of how the survey will fit within the framework of an overall program evaluation. The evaluation process involves a systematic analysis of a program's goals, resources, management and effects. Evaluation can document program inputs and effects, but it requires careful and deliberate planning and implementation. Information gained through program evaluations is commonly used to identify and justify changes needed in marketing or managing programs. Evaluation can also determine a program's progress in fulfilling goals and can document a tournament's effect. Questionnaire surveys are one way to collect the information needed for program evaluation.

The benefits of program evaluation will differ for each tournament. Improved participant satisfaction, greater community cooperation and greater accomplishment of tournament objectives are common outcomes when surveys are employed.

IS EVALUATION RIGHT FOR YOUR TOURNAMENT?

Evaluation can be thought of as a tool, something like a filing cabinet or a computer data base. It consists of collecting information

The tournament evaluation process is a time-consuming task that needs to be planned out long before your tournament takes place.

that is stored and used for management and marketing decisions. The quality of that information is only as good as the evaluation procedures. Good use of evaluation procedures will provide information in which a manager may have confidence, as well as limit the amount and improve the quality of information collected.

Your purpose for conducting an evaluation will determine the type and quantity of information collected. You may want to focus on one or two of these areas more than others. For example, you may want to know how effective different promotional strategies were in attracting fishermen from a specific geographic area. In this case, your questions and data collection might focus on the costs of advertising methods used and how many more fishermen registered from that area. You might focus on the effects of your tournament when you are trying to justify additional support from sponsors, local civic organizations, chambers of commerce, etc. In this case you need information on expenditures, length of stay, party size, age, income, job type, residence, transportation and lodging to provide insights into economic and social effects of your event.

There are four basic categories for evaluations – (1) program refinement or improvement, (2) internal and external program accountability, (3) program legitimacy, and (4) program elimination.

PLANNING FOR PROGRAM EVALUATION

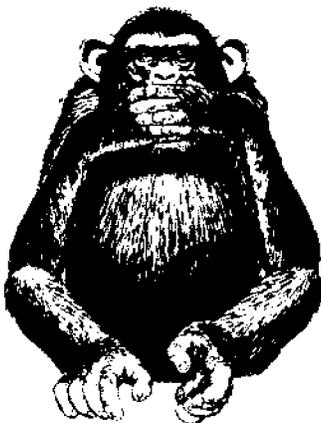
Tournament objectives should be clearly written and sufficiently detailed to identify who or what is to be affected and how they are to be affected. Program goals such as “improve the community spirit” or “improve the community’s economy” are, by themselves, too general for evaluation purposes and should be supplemented with more specific objectives. Properly written objectives should specify target audiences and identify specific benefits that may be derived from the program. The importance of stating both broad tournament goals and specific objectives is covered in Chapter Two. Specific objectives should include:

1. *who* is responsible
2. for *what* action
3. and by *when*.

These specific objectives become your “action plan” and should be linked back to your general goals.

For example, your registration information indicates your tournament is attracting very few participants from a particular market area. Your general goal statement is to increase participation from this particular market area. A series of specific objectives might include:

1. Chairman of the promotion committee will identify the mailing addresses of all organized fishing and hunting clubs, sporting goods stores and bait shops in the area, no later than six months prior to the tournament.
2. The promotion committee will develop a flyer and mail it to the identified list no later than four months prior to the tournament.
3. Etc.



You can get specific on a number of promotional strategies here. The point is to have an action plan that maps the course of actions, identifies who is responsible and establishes a time line for accomplishments.

Program inputs include the organizational framework, personnel, environmental conditions, existing public and political sentiments, and dedicated resources. All inputs should be clearly identified. As an example, many tournaments are often organized and run by several committees responsible for tournament programming and logistics.

This structure and division of responsibilities allows your evaluation to attribute specific actions to respective committees. It is, therefore, possible to identify the strengths and weaknesses of your organizational structure, as well as the quality of the actions of specific committees.

There must be a linkage of program objectives and the personnel, activities and resources dedicated to the program. Clearly stated objectives can provide evaluation "yardsticks," the expectations by which to measure program progress and success. If a tournament objective exists that is not addressed by a program activity or component, then this type of evaluation is inappropriate.

CONDUCTING THE EVALUATION

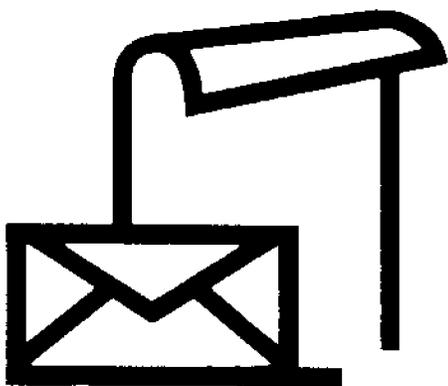
Many organizations tend to be information-rich and knowledge-poor. Often an evaluation may involve only the reorganization of existing information into a form that is useful for administrative decision-making. This type of evaluation effort may be relatively easy with today's low-cost and powerful microcomputers. These information management efforts may be conducted by staff or local volunteers but require a careful study of the organization's information needs before the system is set up.

Existing participant data collected during the tournament registration process can be supplemented with onsite observations or by the use of a participant survey. Visitor surveys require careful attention to proper methods of survey development, sampling and implementation. When properly conducted, a large amount of quality information can be collected from visitors on their personal characteristics, travel and spending habits, and personal reactions to tournament operations. The value of a carefully designed fishing tournament survey/evaluation was demonstrated during the 1983 Texas International Fishing Tournament (South Padre Island) and the 1984 Deep Sea Roundup (Port Aransas). These surveys, conducted by the Marine Recreation Research Lab at Texas A&M University, closely followed scientific procedures to ensure collection of quality information.

STEPS FOR IMPLEMENTING VISITOR SURVEYS

There are a few general steps that should be followed in any survey/evaluation, and knowledge of these will help you plan and budget for this process.

Proper attention to questionnaire design and implementation will provide mail response rates ranging from 70 percent to 90 percent.



Identifying Information Needs – Writing Questions

First, identify all key people who have a decision-making interest in the information to be generated by the evaluation. This group becomes an ad hoc committee for the duration of the evaluation. Management information needs and questions for the survey can be solicited from this group and may be matched with program objectives that are often identified in this stage of the evaluation.

A questionnaire or interview form must be developed from the information and questions obtained from the ad hoc committee. The questionnaire will commonly require multiple revisions before final printing and use. Attention to proper wording and sequence of questions is critical to obtain sufficient quality information. Questions must be scrutinized to be sure each question will make a significant contribution toward a management or marketing decision for the tournament.

Sampling

Next, develop a sampling strategy. In a small, structured setting, this may simply require interviewing or distributing the questionnaire to all registrants, either when they register or at weigh-in. This becomes more difficult with larger groups, however, so it is best to draw a sample of a small, representative number of fishermen. Random sampling procedures should be used to draw the sample and to ensure a high level of confidence in the representativeness of the sample and information obtained.

Visitor surveys require dedication of sufficient manpower and resources to ensure consistent sampling and treatment of results. The staff requirements will vary greatly with the size of the tournament, size of the sample, and the method chosen to collect visitor responses. A sample size of 350 to 400 returned and completed questionnaires is often adequate for larger tournaments. There are various ways to conduct surveys, such as personal interviews, phone interviews and self-administered questionnaires.

Gaining Visitor Input

Experience gained from tournament surveys conducted by Texas A&M suggests that a mail survey of registered fishermen sent the same week as the tournament provides the best survey response rate. Generally, you want a response rate greater than 50 percent. Proper attention to questionnaire design and implementation will provide mail response rates ranging from 70 percent to 90 percent.

A combination of onsite survey administration and mail survey follow-up may reduce some mailing costs and help boost response rates. The staffing, facilities, and time table for your event will help determine if an onsite survey is feasible. Generally speaking, just providing a questionnaire to participants as they register or weigh-in will provide poor response rates. (For a complete explanation of the proper procedure for implementing a mail survey, refer to *Mail and Telephone Surveys: The Total Design Method* by Don A. Dilman.

Data Analysis

The next step is to analyze your survey data. For small samples and limited numbers of questions, a calculator and hand tabulation of results may be all that is needed.

With more complex questionnaires and larger samples, a computer is often used to tabulate and print out the results. Analysis can be time-consuming, and ample time should be allotted. Smaller communities can look to banks, local high schools or community colleges, local industry, etc., to find the computer hardware and skilled personnel who can help with design and tabulations of larger data sets.

The Marine Recreation Research Lab at Texas A&M University also provides complete survey work on a contract basis. Graduate students do much of the work at reduced costs (compared to consulting fees) as part of their educational training.

When tabulations are completed, the information must be organized into a report that is useful for administrators. Optimal use and understanding of the report requires consultation among those responsible for preparing the report and the original ad hoc survey committee.

Too often valuable information collected from visitor or staff surveys is filed away and not used because those trying to interpret the results cannot understand them. A responsible tournament administrator will develop a plan for group interpretation and discussion of the report's meaning. Group study of the information and its application to tournament objectives will result in optimal use of the results for management and marketing decisions.

RESOURCE COSTS

An organization considering a tournament evaluation should consider both what it involves and its intended purpose. Also consider the size of the survey group and how individuals might best be contacted. Be sure to consider the staff and resources needed for differing contact methods. U.S. government programs use a range of .5 percent to 2 percent of the total program budget to estimate evaluation costs.

Average costs cited by one author for professional market research firms in 1983 were \$9 per mail questionnaire, \$18.33 per telephone interview, and \$73.33 per face-to-face personal interview. These represent survey contact costs and differ from response costs. For example, a 50-percent response to a mail survey would require contacting twice as many clients to attain the desired number of completed questionnaires. This would result in \$18 per response cost for mail questionnaires rather than \$9.

The two tournament surveys mentioned previously, conducted by the Texas A&M Marine Recreation Research Lab, cost approximately \$4,000 to \$6,000 with sample sizes of 350 completed surveys.

As for any portion of your tournament planning, a detailed budget should be estimated and careful decisions made on the most cost



Although not as accurate as a formal evaluation, an exit poll will give an indication of the likes and dislikes of tournament participants and spectators.

effective means to collect needed information. Remember that information is temporal. The types, likes and expenses of people fishing in your tournament today may be very different than it was two, three or five years ago. For this reason, it may be less expensive in the long run to contract expert help for your first evaluation attempt and design your study so that tournament management can implement it again periodically to meet future information needs.

HOW TO CONDUCT AN EXIT POLL

A sophisticated, scientifically accurate evaluation may be beyond the budget of many tournaments. A less expensive – but less reliable – alternative evaluation does exist: a simple exit poll. Although not as accurate as the method outlined above, an exit poll will give an indication of the likes and dislikes of tournament participants and spectators. What follows are the steps in conducting a survey of attendees as they exit the tournament site.

1. DEFINE THE EXIT POINTS

Where do the people exit the tournament site? Are these points obvious or are they undefined? If they are undefined, can you control the exit flow? In any case, the exit point must be defined to some degree to have a successful exit poll.

2. SET-UP EXIT POLL EVALUATION AREA

Once the exit points are defined you should plan exactly where the exit poll tables should be placed. These tables should have enough space to allow participants to fill out the questionnaires. The table surface should also have room for a “ballot box.” The filled-out questionnaires should be placed in a decorated ballot box. This adds a certain “drama” to the individual’s participation in the exit poll. It helps the exit poll supervisor to explain about the questionnaire. The supervisor can state, “When you fill this out, it is like voting. It helps us to know what you think about the fishing tournament.” Make it fun to fill out the questionnaire.

3. SELECTION OF VOLUNTEERS TO DO INTERVIEWS

The exit poll table must be manned at all times, preferably by a people-person. Participants must be coaxed to the table to fill out the questionnaire. They don’t know who you are or what you are doing. Volunteers who assist the participants in filling out the questionnaire should be pleasant enough to attract the participants to the table and at the same time intelligent enough not to influence the answers.

4. CREATION OF THE QUESTIONNAIRE

Make the questionnaire as attractive as possible, but make certain no hidden “messages” appear that could affect the way people answer the questions. The questionnaire should be short and very easy to understand. It should use only *one* question technique. In other

words, if you have a check-the-box question, they should all be check-the-box questions. If you have circle-the-best, then all questions should be circle-the-best. Ask about five questions that directly relate to the fishing tournament and about three demographic questions.

5. PUBLIC RELATIONS BONUS

This is the opportunity to have contact with those individuals that are the mainstay of your tournament. Pleasant contact should have a positive effect on your future festivals or fishing tournaments.

6. THE COUNT SYSTEM

Have an organized system set up to tabulate the results of the exit poll. At least one person should be assigned to account for each of the possible answers for the demographic question with the most possible answers. The reason for this is to simplify the process of separating the answers into demographic variables. To state another way, if we have at most four possible answers to a demographic question, then we need to have four volunteers to count the answers. This structures the count process.

7. GRAPHIC REPRESENTATION

Often a picture is worth a thousand words, and graphs can be a quick and efficient way to communicate the results of your exit poll. A pie chart is a good way to represent the percentage of each answer for every question and demographic separation. See Appendix L for a sample exit poll and pie chart.



- **DON'T STOP –
I HAVE MORE
QUESTIONS**



APPENDIX
RESOURCES
REFERENCES



**ARTICLES OF INCORPORATION
OF
TOURNAMENT DIRECTORS FOUNDATION OF TEXAS, INC.**

We, the undersigned natural persons of the age of twenty-one years or more, a majority of whom are citizens of the State of Texas, acting as incorporators of a corporation under the Texas Non-Profit Corporation Act, do hereby adopt the following Articles of Incorporation for such corporation:

FIRST: The name of the corporation is Tournament Directors Foundation of Texas, Inc.

SECOND: The period of its duration is perpetual.

THIRD: The corporation is a non-profit corporation.

FOURTH: The corporation is organized exclusively for and will be operated exclusively for charitable purposes to solicit, receive and administer contributions of funds, gifts and bequests from public and private sources for the sole purpose of conducting research and the conserving of marine resources through educational programs for both recreational and tournament fishermen.

FIFTH: The street address of the initial registered office is 10734 Sagewillow, Houston, Harris County, Texas, 77089, and the name of its initial registered agent is Richard S. Hensley.

SIXTH: The number of directors of the corporation is nine (9) and the names and addresses of the persons who are to serve as initial directors are:

NAMES:

ADDRESSES:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

SEVENTH: The names and street addresses of the incorporators are:

NAMES:

ADDRESSES:

EIGHTH: The corporation is formed exclusively for charitable purposes within the meaning of Section 501 (C) (3) of the Internal Revenue Code of 1954 as now in force or hereby amended. Accordingly, no money or property received or held by the corporation shall inure to the private benefit of any member, Director or officer of the corporation or of any other individual.

No substantial part of the activities of the corporation shall be devoted to carrying on propaganda, or otherwise attempting to influence legislation, or for the purpose of participating in, or intervening in, any political campaign (including publication or distribution of statement) on behalf of any candidate for public office.

Upon dissolution of the corporation the Directors shall, after paying or making provisions for the payment of all liabilities of the corporation, dispose of all of its assets exclusively for the purposes of the corporation in such a manner, or to such organization or organizations organized and operated exclusively for charitable, educational or religious purposes as shall at the time qualify as an exempt organization or organizations under Section 501 (C) (3) of the Internal Revenue Code of 1954, as now in force or thereafter amended, as the Directors shall determine.

It is intended by provisions of these Articles of Incorporation that the corporation shall possess the status of an organization exempt from federal income taxation under provisions of Section 501 (C) (3) of the Internal Revenue Code of 1954, as now in force or hereafter amended, accordingly, no part of the affairs of the corporation shall be administered, directly or indirectly, in any manner whatsoever which might jeopardize the tax exempt status of the corporation.

IN WITNESS WHEREOF we have hereunto set our hands, on this ____ day of _____, 1985.

Richard S. Hensley

E. W. Kueteman

Ron Whitfield

Craig Chafin

Don Brown

R. H. Spinn

CONTRACTING FOR SERVICES

The positive side to contracting out certain tournament related activities: Contracting provides budget control. Capital outlay investments can be kept at a minimum as the private contractor invests his own funds for equipment, tools and supplies. Profit motivates the contractor to keep costs down. Liability may be reduced. Contractor equipment is more likely to be up to date and current.

Contracting frees the management of the tournament to deal with broader issues and longer range goals. Quality control can be achieved easier through contracting. Lower costs to the attendees at events may result from contracting. Liability, worker's compensation and other benefits can be deferred or passed on to the contractor. Credibility with the community and attendees has enhanced the professionally managed contracts.

Some of the negative aspects of contracting: The contractor may be less responsive to dealing with hour-to-hour and day-to-day changing conditions. The contractor may not be flexible to respond to unique circumstances as that is not a part of his contract.

DEVELOPING THE CONTRACT

Experience with contracting shows that contract agreements stand to fall under specifications. Key points to consider: Write specifications that are clear, complete and enforceable. Write specifications indicating type of service and level of service that you desire. Base specifications on factual information of needs to be met. Make sure specifications deal with essential items such as who, what, when, where.

Define critical words in the contract so there is no question later about a particular key term. Continually refine contracts and specifications based on past experiences and problems, but they also must promote efficiency and economy and encourage competition. Results desired must be measurable.

Quality control specifications need to be developed to avoid incompetence. Directions must be explicit as to how and with what frequency a task or service is to be accomplished. The manager of the tournament should attempt to specify the following items: the quality of the materials, workmanship, special skills or expertise needed, potential damage or risk to time limits and any cleanup expected of the contractor. The specifications should be written to cover routine and predictable work and not variables and unknowns such as acts of vandalism.

Last but not least, specifications should not preclude ingenuity. Results should be explicitly expressed, but the contractor should be allowed the leeway and the incentive to seek out efficiency and economy. Contractors' hands should not be tied as to how the task should be accomplished.

SELECTING A CONTRACTOR

Concession managers should look at the following basic items: past performance, credibility in the community, level of expertise, suitability of equipment, facilities, onsite public appearance and business integrity. To obtain the selection of a successful contractor, the manager should require the following: documentation of skills and experience, proof of solvency, documentation of current capabilities, track record of the bidders and proof of insurability.

Carefully develop the contract and detail specifications. Evaluation and enforcement of the contract results. Overtime contractors will lower their bids, being aware that they are not required in fact to carry out what the contract requires.

MEAL SERVICE AT TOURNAMENTS

If the meal activities at your tournament are not catered, this chapter may assist you in quantity food preparation. Some small tournaments will be hosting their own food preparation activities. You may use settings not originally designed for meal service. There may be no hot water, for example, no dishwashing equipment and inadequate refrigeration facilities. Temporary serving stands will be involved.

Under such makeshift conditions, normal problems of food-service hygiene and sanitation will be intensified. Inexperienced food service workers employed on such occasions may be a common occurrence.

The potential for human illnesses caused by food contamination is likely to increase unless extra precautions are taken to offset special sanitation problems.

A temporary preparation and serving situation need not be unsafe or chaotic. Just follow a few common sense precautions and planning ideas.

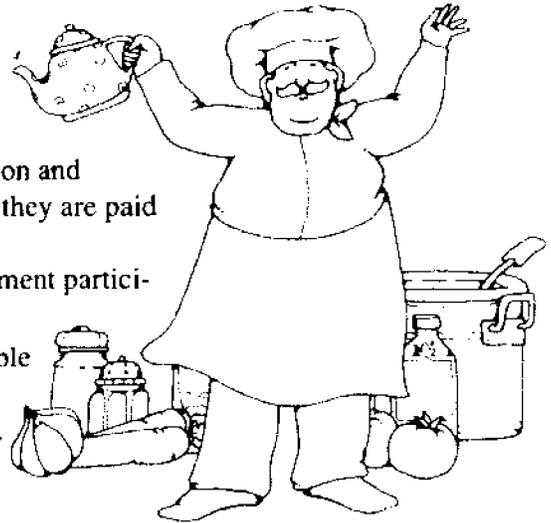
HEALTH AND SAFETY

Personal hygiene of workers is of extreme importance – not only for the safety of the cooked product but also for the visual image of the serving area. The rules for food preparation and personal hygiene apply to all food service workers, whether they are paid professionals or volunteers.

Keep these tips in mind as you handle food for the tournament participants and supporters.

1. Wear aprons or some type of clothing cover-up. Disposable aprons are available.
2. Tie hair back securely or wear hats identifying the group.
3. Wash hands frequently with warm water and soap and after all restroom breaks.
4. Keep knives, cutting boards and all preparation and serving utensils clean.
5. Avoid letting raw products come into contact with cooked products. Do not use the same utensils on raw and cooked fish unless they have been washed first.
6. Keep hot foods at 140° F or more and cold foods below 40° F.
7. Avoid smoking in the food-handling area.
8. Do not touch floor, hair, face or any unclean surface while working with food.
9. Do not handle food or utensils if you have a sore throat, cold, skin infection, open sores or cuts on hands.
10. Do not handle food if you are handling money, tickets or garbage. Keep these functions separate.

Be sure to get a copy of your city and county health ordinances for serving foods before you begin planning your meals. You'll want to be sure to abide by these local health and safety regulations when serving any tournament meals.



QUICK TARTAR SAUCE

(For 100 portions, 2 tablespoons each)

*2 1/4 quarts mayonnaise 1 quart, 1/2 cup sweet
pickle relish*

Combine ingredients well and chill. Portion 2 tablespoons per serving. Makes 3 1/4 quarts.

TEXAS RED SAUCE

(For 100 portions, 1/4 cup each)

*6 bottles (32 ounces each) tomato catsup 1/4 cup Worcestershire
sauce*
*2 jars (5 ounces each) 1/4 cup fresh lemon juice
prepared horseradish*

Combine all ingredients well. Chill and serve in portion cups. For extra hot sauce, add liquid hot pepper sauce to taste.

BUYING GUIDE

The following amounts were figured for 100, 500 and 1,000 servings, and can be altered to accommodate attendance. If storage space is not available or if more people attend than were expected, additional supplies can be purchased daily as required.

SEAFOOD PRODUCTS:	TO SERVE 100	TO SERVE 500	TO SERVE 1,000
Fish filets	35 pounds	175 pounds	300 pounds
Shrimp (headless, shell-on, 31 to 35 count, to serve boiled or fried 6 per serving)	20 pounds	100 pounds	200 pounds
Shrimp (peeled and deveined) for gumbo 41 to 50 count	15 pounds	75 pounds	150 pounds
Oysters (shucked) 6 per serving	3 gallons	15 gallons	30 gallons
OTHER MENU ITEMS:			
Hushpuppies (4 per serving)	400	2,000	4,000
Rice (cooked, 1/2 cup servings)	50 cups	250 cups	500 cups
Fried potatoes (4 oz servings)	25 pounds	125 pounds	250 pounds
Red sauce (1/4 cup servings)	1 1/4 gallons	8 1/4 gallons	17 1/2 gallons
Tartar sauce (2 tablespoons per serving)	3 1/4 quarts	4 gallons, 1 cup	8 gallons, 3 cups
Sandwich buns	100	500	1,000

MENU

To give you a "feel" for working with food on a quantity basis, let's consider seafood as an example.

Keep the menu selection simple, especially for the first attempt at feeding a crowd, and find out what types of seafood will be available in quantities at the time of your tournament. Contact wholesalers or fishermen (someone in your group may have a contact) to get some items donated. Estimate how much food to buy and add 10 percent to 15 percent. It's better to have too much food than not enough.

All food items purchased must be quality products. Cooking with high-quality items helps ensure a cooked product that will "keep'em coming back for more." If your tournament becomes a regular event, a reputation for quality is essential to guarantee continued success. For example, if frying foods, use a high-quality liquid oil, available in at least 5-gallon containers, to avoid giving an off-odor to the food. Frying potatoes between batches of seafood will help keep the oil fresh. Foods should be fried at 365° F and the oil should be strained as needed to prolong its use.

EQUIPMENT

If this is to be a regular event, it may be wise to invest in equipment. However, if possible, you may prefer to borrow from someone who has commercial food-preparation equipment that can be transported to your site. Quantity preparation is much more efficient when commercial size equipment is used. For instance, if seafood is featured, preparation is more efficient with gumbo kettles, refrigeration and freezing facilities, trays and warming lights, and deep fat fryers with wire baskets. Make sure the equipment is in good working order. Check the equipment so you'll know what kind of gas or electrical hookups you'll need.

To cut fish into portions suitable for frying, you'll need sharp, flexible blade knives and non-wooden cutting surfaces that can be disinfected. Keep equipment and utensils to prepare raw food separate from cooked products to avoid bacterial contamination. Use another cutting surface for lemons and onions.

You'll need paper goods. Local fast food restaurants or grocery stores may be willing to donate some of these items. If not, check the yellow pages for a wholesale paper distributor or grocers' supply warehouse. Listed are disposable goods you may need:

Paper baskets (for serving fish and shrimp dinners)

Napkins	Paper towels
Bowls for gumbo	Forks and spoons
Sandwich bags	Plastic gloves
Tissue pull-ups	Aprons
Portion cups for sauces	Trash bags

QUALITY CONTROL

Mishandling perishable seafood can result in an unacceptable product, bacterial contamination, loss of money and a negative image for your activity. Food must be effectively handled to prevent waste and deterioration. Keep hot foods hot and cold foods cold. Warming lamps keep cooked foods at desirable serving temperatures (140° F). Try to anticipate attendance so you will not prepare too much food ahead of time.

Food-borne illness is one of the most important health problems in the United States today. Fish and fish products have been associated with several human illnesses, so extreme caution is necessary in all stages of handling. To prevent bacterial fish-borne illness in man: (a) use fish from approved water sources and/or from a reputable seafood dealer, (b) use proper refrigeration facilities, (c) practice strict sanitation in processing plants and storage facilities, (d) guarantee foodhandlers to be disease-free, (e) always cook fish well and never consume raw fish, and (f) do not allow persons with wounds, abrasions or respiratory infections to handle fish.

A primary example of how easily contamination can occur took place in Louisiana in 1972, when 600 people attending a shrimp boil became ill with acute gastroenteritis, an inflammation of the stomach intestines. The menu included shrimp, crackers, catsup, hot sauce, beer and soft drinks.

The shrimp was boiled 5 to 6 hours before it was served and was stored in boxes kept at room temperature. This allowed the growth of *Vibrio parahaemolyticus*, a bacterium causing gastroenteritis. The shrimp had been contaminated before it was delivered and some bacteria survived the cooking process at the shrimp boil site. Some of the cooked shrimp was recontaminated in the processing plant where it was packed preceding delivery.

The several hours the cooked shrimp spent at room temperature before it was eaten gave the bacteria ample time to increase in numbers sufficient to cause illness.

Source for Buying Guide and Sauce Recipes: Cooking Seafood for a Crowd, Texas A&M Sea Grant Program. Author, Annette Reddell Hegen.

MARINE ADVISORY

SEA GRANT COLLEGE PROGRAM — TEXAS A&M UNIVERSITY

12-POUND TEST

Whether you're in charge of the club's annual fishing tournament, or organizing one from scratch, proper planning and preparation will make for a well-run event that provides hours of excitement and enjoyment for sponsors as well as participants. Tournaments have been part of the recreational fishing scene in Texas for many years, so there's a wealth of experience you can draw on to make your tournament one of the state's best. This checklist will alert you to critical areas of organization, and help you avoid problems which could quickly ruin your tournament's reputation.

1. Registration Requirements and Tournament Rules. A rules committee should be appointed to develop detailed, yet easily understood rules. Follow through with a thorough briefing of all tournament personnel having any involvement whatsoever with the administration of these requirements, weigh-in functions, documentation procedures, dispute arbitration, etc. Never assume the contestants, or even those working for the tournament, have full knowledge of the contest rules and registration procedures, or that they completely comprehend the rules' intent. Also, schedule a formal rules overview session for tournament participants prior to the start of the event. This exchange provides all parties the opportunity to clarify any questions on the rules and avert most potential misunderstandings.

2. Public Notification. Clearly and precisely convey the rules and pre-designated consequences of willful violation of these rules at every available opportunity. These items could be effectively communicated to your potential contestants in brochures, flyers, posters, radio and television announcements, or letters of invitation, etc., to the event.

ONE DOZEN CHECKPOINTS FOR AVOIDING SNAGS IN YOUR FISHING TOURNAMENT

By Willie Younger

Matagorda County Extension Agent
Texas Marine Advisory Service

3. Qualifying Responsibilities. The tournament rules committee should have the sole privilege and responsibility for determining the valid status of all fish entries. The weighmaster should assist in this decision process *only* to the extent of pointing out discrepancies which he may view in the performance of his duties. The weighmaster generally does not have time to make intensive examinations of the fish or to conduct inquiries of the contestants. A formal mechanism for fish examination and verification should be established. (see Item 4).

4. Physical Examinations. Thoroughly inspect and, if necessary, conduct analytical tests on all fish in the running for prizes or awards (if they are not contenders, it is not required). The fish should be examined to determine:

- (a) the correct species;
- (b) if the fish was caught during the time period specified in the rules;
- (c) if it is a legitimate fish which meets tournament, state and federal requirements for length, condition, and means caught; and
- (d) if the fish has been altered in any unnatural or illegitimate manner (i.e. weight added, mutilated, etc.).

Technical training and assistance on judging tournament fish is readily available for saltwater tournament officials through the Texas Marine Advisory Service or the Sea Grant Program in your state. Tournament directors should contact their respective county marine agent for assistance.

5. Condition of the Fish. The simplest and most indisputable way of disqualifying a fish which arouses the suspicions of the rules committee, fish inspectors, and weighmaster is on the grounds it was found to be inedible. In most cases, this removes the burden of proof from the tournament officials that a fish is an illegal or illegitimate entry (frozen, pre-caught, netted etc.). A rule clearly stating a fish must be in an edible and unutilated state removes nearly all grounds for protest from a contestant who is careless in the care and handling of his fish, or who is attempting to cheat. Exceptions, such as gaffing large fish or shooting sharks, gars, and rays, may be made if the rules committee so desires.

6. Weigh-in and Measurement. Weigh each fish once and only once. Make no exceptions. Reweighing is an unnecessary exercise and could create a myriad

of problems, therefore, address any weight questions from the contestant while his/her fish is on the scale. After recording the weight, have the contestant initial the entry on the official weight log.

7. Disputes and Protests. To reduce frivolous complaints, require that all protests be filed in writing. If desired, this complaint document could be accompanied by an appropriate cash deposit which is refundable only if the complaint is found to be valid.

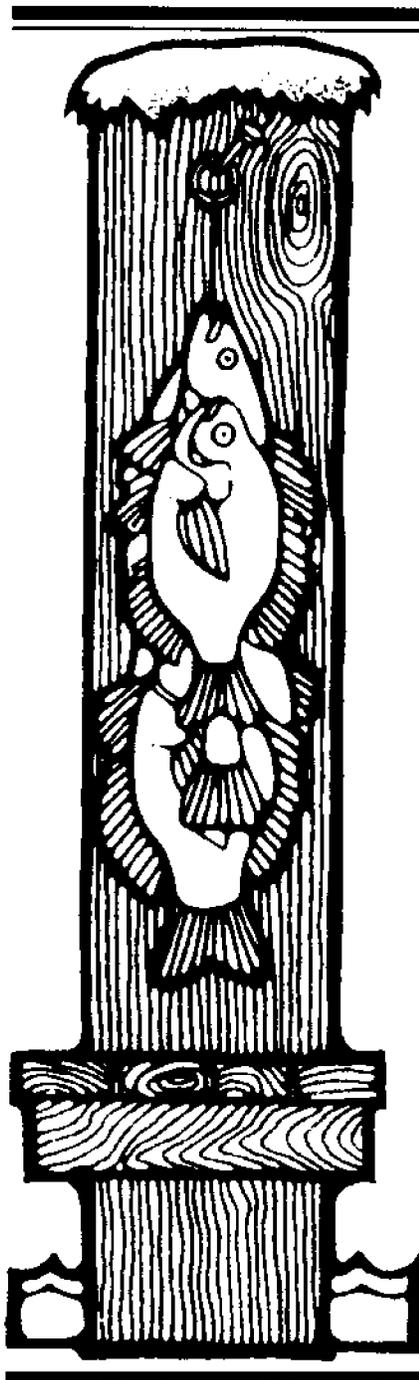
8. Tournament Relations. In the event disputes or protests arise, handle them as discreetly as possible, out of view of the public eye. Involve only the contestant(s), members of the rule committee and parties pertinent to the question at hand in the settlement of the affair.

If a contestant is disqualified because of suspected fraudulent manipulations, do not make public notice of this action. Outwardly such openly communicated notification appears to promote the tournament as an honest and well-policed event. However, in this day of litigation fever, the tournament could possibly be faced with an unwelcome and potentially costly legal confrontation with the ousted party if he/she believes they were purposely, publicly ridiculed or slandered by the tournament. Besides, most tournament participants seem to sense the improprieties of fellow anglers and will draw their own conclusions as to why a contestant's fish was not placed on, or withdrawn from, the tally board.

9. Resource Use and Conservation. Don't sponsor a modern-day buffalo hunt where the animals are slain for sport and the carcasses cast aside. Permitting beautiful fish to rot at the weigh station is not only a shameful waste of a valuable resource, it is pitifully poor public relations in this era of resource conservation. Make a conscious effort to use the fish. Enhance the goodwill aspects of your event by donating the fish to charity or holding a tournament fish fry. A catch-and-release tournament might be an issue your tournament may wish to consider, either as a special angling category or as the full extent of the contest.

10. Treatment of Willful Violators. Any person or persons found to have purposely circumvented the rules and their intent, at the discretion of the rules committee, should:

- ✓ be barred from further participation in this and any future tournaments you may sponsor;
- ✓ forfeit any entry fees paid to the tournament;



✓ face the possibility of having a civil suit and/or criminal charges filed against them (the mere public notice of such a possibility may serve as a powerful deterrent against tournament fraud).

Lie Detectors. Though not widespread, some tournaments rely on polygraph tests to insure the honesty of their contestants. In order to claim their prizes, contestants must willingly submit to and pass this examination. Such a method may be desirable for contests offering large cash awards or expensive prizes.

11. Disposition of Prizes. Retain the right for the tournament to withhold the disbursement of all trophies, prizes, or checks until all disputes or questions have been satisfactorily settled by the rules committee. Since such delays tend to reduce the goodwill and perceived enjoyment of the event, they should be avoided or minimized if possible. However, it should be clearly recognized that a delay is far less onerous and embarrassing than attempting to correct a misdirected awarding.

12. Evaluation. Shortly after the tournament, have each sponsoring member participate in an evaluation exercise. This could be done formally, such as a specially held meeting, or informally, perhaps through casual contacts and phone calls.

Regardless of the method, the intent should be to identify:

- (1) problems which were encountered, or had the potential to occur, during the tournament and means of avoiding them in the future;
- (2) ways of improving the logistical operations of the contest; and
- (3) methods for maximizing the primary objective of the function (i.e. promotion of area tourism, business enhancement, organizational fundraising, group social event, etc.).

It is likely an evaluation survey of the participants would prove extremely enlightening. Consider polling those who entered to discover their likes, dislikes and recommendations.

PROTECTING YOUR TOURNAMENT

Remember, it could take but a single premeditated act of deception to permanently — and perhaps terminally — taint the reputation of your fishing tournament. Like most such damaging prejudices, it is often easier and less costly to avoid than to remedy. Protect your angling contest through adequate planning and preparation. In the sophisticated world of fishing tournaments, an ounce of prevention is truly worth a pound of cure!

The Texas Marine Advisory Service is jointly sponsored by the Texas A&M University Sea Grant College Program and the Texas Agricultural Extension Service. Advisory service members work to apply the educational and research capabilities of the University to the problems of coastal communities and marine-related industries.

Single copies free. Multiple copies, price on request.

Order from: The Marine Information Service, Sea Grant College Program, Texas A&M University, College Station, Texas 77843-4115.

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EXAMPLES OF TOURNAMENT RULES

1987 4-H TACKLE TIME RULES

1. All contestants must have paid their entry fee and be registered prior to catching any fish entered in the tournament. Tournament ticket sales will end at 12 Noon on July 5. Drawing tickets are available up until the time of the drawing.

The Offshore Division entry fee of \$25 will qualify contestants for both the offshore and inshore divisions.

The inshore division entry fee is \$5. Participants qualified for the Inshore division who are 15 years or younger also qualify for the youth division.

4. In order for a fish to qualify, it must be caught after 12:01 a.m. June 27 and be weighed at the official headquarters as soon as possible but no later than 4 p.m. July 5.

Contestants must verify each entry by signing the register, therefore the contestant must appear in person at the time their fish is weighed in order for it to qualify.

6. Only the authorized weigh-in station can accept and record entries. The weigh-in station is located at tournament headquarters on the Texas City Dike. It will be open from 8 a.m. until 10 p.m. each day from June 27 through July 4. On July 5 it will be open from 8 a.m. until 4 p.m. at which time the tournament ends. The only exceptions are sharks and rays that are potential winners which may be weighed after hours during the tournament time period.

7. The inshore division fishing area is limited to within a 50-mile radius of the Texas City Dike. The offshore fisherman must leave through the Galveston Jetties or San Luis Pass, but have unlimited range.

9. All fish entered must be in a fresh, edible condition. Frozen or thawed fish will be disqualified. Freshness standards required are listed in the Marine Advisory Publication, *Keeping Fish Tournament Fresh*, TAMU SG-86 504.A/F-4. This publication was issued with each fishing ticket purchased. Extra copies are available at the Galveston County Extension Office, 5115 Highway 3, Dickinson, Texas 77539.

9. Open Category: Saltwater fish eligible for the open categories are listed in the tournament brochure. Winners of the open categories will be determined by comparing the weight of the fish entered on a percent basis to the weight of that species listed in the most recent published Texas State Fish Records.

10. For conservation reasons, redfish (*Sciaenops ocellatus*) are not eligible for the open or any other category.

11. When a tie exists between qualified potential winners, the fish weighed first will be given priority status and will be the winner.

12. All fish must be caught with rod and reel or pole only, with no heavier than 130 lb. test line.

13. Any fish which is gutted, mutilated or altered from its natural state is automatically disqualified from the tournament.

14. Anyone taking the jaws, teeth or otherwise mutilating any shark must also dispose of the entire carcass.

15. All fish left at the weigh-in station will become the property of the 4-H Clubs.

16. If any question arises as to the qualifications of a fish, officials have the option of gutting and/or retaining the fish for Judges' inspection and future reference.

17. A fish may be entered in one category only. For example, a sand trout, croaker or hardhead caught by a youth may be entered in either the youth category for that species, or in the inshore open, but not both. Once a fish has been entered into a specified category, it cannot be moved into another division.

18. All appeals must be accompanied by a \$25 fee and be made to the Judging Committee within 24 hours from the time the entry was posted but no later than 4 p.m. July 5. On all matters, decisions of the Judges shall be final.

19. Official records at the weigh-in station and not the status board, will determine the winners.

20. Any person found to be intentionally altering any fish or violating contest rules will be disqualified from any and all competition for the entire 4-H Tackle Time contest.

21. Contestants are advised to observe and follow weather bulletins and advisories issued by the weather service. In the event of a storm or small craft advisory during each day of the tournament, the tournament will be rescheduled the following week. Otherwise, as little as one day of acceptable fishing weather will constitute the tournament.

22. In the interest of safety, sharks, rays and gars may be shot immediately prior to landing. (Sharks that are shot do not qualify for IGFA records if so intended.) There is a 100 pound minimum acceptable weight for tiger shark, bull shark and hammerhead shark.

23. The registration cards of all contestants will be placed in a drawing for a special Fisherman's Prize. The contestant must be present at the awards ceremony on July 5 to win the Fisherman's Prize.

GALVESTON GALS

Tournament Rules

1. Lady anglers only (max 4 per team).
2. Men may skipper boat and deckhand but not touch a rod with a bait in the water at any time during the tournament.
3. IGFA Tournament Rules apply.
4. In case of tie, earliest entry wins.
5. Tournament stickers must be prominently displayed at all times on boats fishing tournament.
6. Any boat found in breach of Tournament Rules will be disqualified and forfeit all winnings, Entry Fees and Calcutta bids.
7. Decisions of the Tournament Director are final and are not subject to appeal.
8. Protests must be filed in writing prior to final weigh-in time. \$50 must accompany protest, to be returned if protest is deemed justified by Tournament Director.
9. One day of fishing constitutes a tournament. Weather day will be June 20, 1987.
10. No boats may leave the Galveston Jetties prior to 5 A.M. on June 13, 1987.
11. All boats must begin tournament by leaving thru the Galveston Jetties and weigh in fish from their boat in the water at official weigh station.
12. No pooling or transfer of fish allowed.
13. Frozen, mutilated or inedible fish will not be accepted for weigh-in. Fish must be in a fresh and edible condition and in accord with tournament standards.
14. No substitute boats after Calcutta begins.
15. Any winner must agree to take a polygraph test if requested by the Tournament Director or be disqualified. Failure of polygraph exam may result in disqualification.
16. No diving equipment will be allowed aboard any boat entered in tournament. No diving will be allowed.
17. To knowingly fish over a pre-baited spot is not allowed. Chumming is allowed.
18. Entrants and crew may not transfer to another boat except in case of emergency.
19. Angler or crew changes may be made only with prior approval of the Tournament Director.
20. Galveston Gals reserves the right to refuse tournament application or entry from any prospective entrant with or without cause. Any applicant refused entry will be entitled to a full refund of Entry Fee.

TOURNAMENT OF KINGS

TOURNAMENT RULES

1. All fish must be caught by rod and reel.
2. Fish must be weighed in at Tournament Headquarters from boats in the water.
3. A winning fish will win by total weight. In case of tie, the earliest entry will win.
4. All decisions of Tournament judges are final.
5. I.G.F.A. Tournament Rules will be followed.
6. Tournament stickers must be prominently displayed at all times on any boat fishing the tournament.
7. No boat may fish more than four (4) persons or have more than six (6) persons aboard counting the Captain and Deckhand.
8. Any boat found in breach of any tournament rule, will be disqualified from both the tournament and the Calcutta and forfeit all winnings, Calcutta Bids and Entry Fees.
9. Protests may be filed with Tournament officials anytime prior to closing of weigh-in. \$100.00 must accompany any protest to be returned if protest is deemed justified by Tournament Director.
10. No fish will be allowed for entry after 4:00 P.M., August 9, 1987, except by boats inside harbor area and recognized by Tournament Director.
11. All boats must leave thru the Galveston Jetties.
12. No boat will leave the jetties before 4:00 A.M., August 7, 1987.
13. Only one winning place per boat will be allowed for Tournament prizes. (EXCEPTION: Daily Big King Prize.)
14. One day of fishing constitutes a tournament.
15. In case of tournament cancellation because of weather, August 15, 1987 will be scheduled.
16. Any winner must take a polygraph test if requested by Tournament Director, or be disqualified. Failure of polygraph exam may result in disqualification.
17. Pooling or transfer of fish will not be allowed.
18. Frozen, mutilated or inedible fish will not be accepted for weigh-in. All fish must be in a fresh and edible condition and in accord with tournament standards.
19. No substitute boats after Calcutta bidding begins.
20. All fish weighed in become the property of Tournament of Kings, to be donated to a charitable organization.
21. Tournament fishing limited to 65 mile radius of the Galveston Sea Buoy.
22. No diving equipment will be allowed on any boat entered in tournament. No diving will be allowed.
23. To knowingly fish over a pre-baited spot is not allowed. Chumming is allowed.
24. Angler or crew changes may be made only with prior approval of the Tournament Director.
25. Entrants and crew may not transfer to another boat except in case of emergency.
26. The Tournament reserves the right to refuse Tournament Application or entry from any prospective entrant with or without cause in its sole discretion. Any applicant refused entry shall be entitled to a refund of Entry Fee.

IGFA ANGLING RULES

The International Game Fish Association has developed the following rules to promote ethical and sporting angling practices, to establish uniform regulations for the compilation of world game fish records, and to provide basic angling guidelines for use in fishing tournaments and any other group angling activities.

Only fish caught in accordance with and within the intent of these rules, will be considered for world records.

RULES FOR FISHING IN FRESH AND SALT WATER

Equipment Regulations

A. LINE

1. Monofilament, multifilament, and lead core multifilament lines may be used.
2. Wire lines are prohibited.

B. LINE BACKING

1. Backing not attached to the fishing line is permissible with no restrictions as to size or material.
2. If the fishing line is attached to the backing, the catch shall be classified under the heavier of the two lines. The backing may not exceed the 60 kg (130 lb) line class and must be of a type of line approved for use in these angling rules.

C. DOUBLE LINE

The use of a double line is not required. If one is used, it must meet the following specifications:

1. A double line must consist of the actual line used to catch the fish.
2. Double lines are measured from the start of the knot, braid, roll or splice making the double to the farthest end of the knot, splice, snap, swivel or other device used for securing the trace, leader, lure or hook to the double line.

Saltwater species: In all line classes up to and including 20 lb (10 kg), the double line shall be limited to 15 feet (4.57 meters). The combined length of the double line and leader shall not exceed 20 feet (6.1 meters).

The double line on all classes of tackle over 20 lb (10 kg) shall be limited to 30 feet (9.14 meters). The combined length of the double line and leader shall not exceed 40 feet (12.19 meters).

Freshwater species: The double line on all classes of tackle shall not exceed 6 feet (1.82 meters). The combined length of the double line and the leader shall not exceed 10 feet (3.04 meters).

D. LEADER

The use of a leader is not required. If one is used, it must meet the following specifications:

1. The length of the leader is the overall length including any lure, hook arrangement or other device. The leader must be connected to the line with a snap, knot, splice, swivel or other device. There are not regulations regarding the material or strength of the leader.

Saltwater species: In all line classes up to and including 20 lb (10 kg), the leader shall be limited to 15 feet (4.57 meters). The combined length of the double line and leader shall not exceed 20 feet (6.1 meters).

The leader on all classes of tackle over 20 lb (10 kg) shall be limited to 30 feet (9.14 meters). The combined length of the double line and leader shall be limited to 40 feet (12.19 meters).

Freshwater species: The leader on all classes of tackle shall be limited to 6 feet (1.82 meters). The combined length of the double line and leader shall not exceed 10 feet (3.04 meters).

E. ROD

1. Rods must comply with sporting ethics and customs. Considerable latitude is allowed in the choice of a rod, but rods giving the angler an unfair advantage will be disqualified. This rule is intended to eliminate the use of unconventional rods.

2. The rod tip must be a minimum of 40 inches (101.6 cm) in length. The rod butt cannot exceed 27 inches (68.58 cm) in length. These measurements must be made from a point directly beneath the center of the reel. A curved butt is measured in a straight line. (The above

measurements do not apply to surf casting rods.)

F. REEL

1. Reels must comply with sporting ethics and customs.
2. Power driven reels of any kind are prohibited. This includes motor, hydraulic, or electrically driven reels, and any device that gives the angler an unfair advantage.
3. Ratchet handle reels are prohibited.
4. Reels designed to be cranked with both hands at the same time are prohibited.

G. HOOKS FOR BAIT FISHING

1. For live or dead bait fishing no more than two single hooks may be used. Both must be firmly imbedded in or securely attached to the bait. The eyes of the hooks must be no less than a hook's length (the length of the largest hook used) apart and no more than 18 inches (45.72 cm) apart. The only exception is that the point of one hook may be passed through the eye of the other hook.
2. The use of a dangling or swinging hook is prohibited.
3. A two-hook rig for bottom fishing is acceptable if it consists of two single hooks on separate leaders or drops. Both hooks must be imbedded in the respective baits and separate sufficiently so that a fish caught on one hook cannot be foul-hooked by the other.
4. All record applications made for fish caught on two-hook tackle must be accompanied by a photograph or sketch of the hook arrangement.

H. HOOKS AND LURES

1. When using an artificial lure with a skirt or trailing material, no more than two single hooks may be attached to the line, leader, or trace. The hooks need not be attached separately. The eyes of the hooks must be no less than an overall hook's length (the overall length of the largest hook used) apart and no more than 12 inches (30.48 cm) apart. The only exception is that the point of one hook may be passed through the eye of the other hook. The trailing hook may not extend more than a hook's length beyond the skirt of the lure. A photograph or sketch showing the hook arrangement must accompany a record application.

2. Gang hooks are permitted when attached to plugs and other artificial lures that are specifically designed for this use. Gang hooks must be free-swinging and shall be limited to a maximum of three hooks (either single, double, or treble, or a combination of any three). A photograph or sketch of the plug or lure must be submitted with record applications. If not satisfactory, the plug or lure itself may be requested.

I. OTHER EQUIPMENT

1. *Fighting chairs* may not have any mechanically propelled devices which aid the angler in fighting a fish.
2. *Gimbals* must be free-swinging, which includes gimbals that swing in a vertical plane only. Any gimbal that allows the angler to reduce strain or to rest while fighting the fish is prohibited.
3. *Gaffs and nets* used to boat or land a fish must not exceed 8 feet (2.43 meters) in overall length. (When fishing from a bridge, pier, or other high platform or structure, this length limitation does not apply.) In using a flying or detachable gaff, the rope may not exceed 30 feet (9.14 meters). The gaff rope must be measured from the point where it is secured to the detachable head to the other end. Only the effective length will be considered. If a fixed head gaff is used, the same limitations shall apply and the gaff rope shall be measured from the same location on the gaff hook. Only a single hook is permitted on any gaff. Harpoon or lance attachments are prohibited.

4. *Floats* are prohibited with the exception of any small flotation device attached to the line or leader for the sole purpose of regulating the depth of the bait. The flotation device must not in any way hamper the fighting ability of the fish.

5. *Entangling devices*, either with or without a hook, are prohibited and may not be used for any purpose including baiting, hooking, fighting, or landing the fish.

6. *Outriggers, downriggers, and kites* are permitted to be used provided that the actual fishing line is attached to the snap or other release device, either directly or with some

material. The leader or double line may not be connected to the release mechanism either directly or with the use of a connecting device.

7. A *safety line* may be attached to the rod provided that it does not in any way assist the angler in fighting the fish.

Angling Regulations

1. From the time that a fish strikes or takes a bait or lure, the angler must hook, fight, and land or boat the fish without the aid of any other person, except as provided in these regulations.

2. If a rod holder is used and a fish strikes or takes the bait or lure, the angler must remove the rod from the holder as quickly as possible. The intent of this rule is that the angler shall strike and hook the fish with the rod in hand.

3. In the event of a multiple strike on separate lines being fished by a single angler, only the first fish fought by the angler will be considered for a world record.

4. If a double line is used, the intent of the regulations is that the fish will be fought on the single line most of the time that it takes to land the fish.

5. A harness may be attached to the reel or rod, but not to the fighting chair. The harness may be replaced or adjusted by a person other than the angler.

6. Use of a rod belt or waist gimbal is permitted.

7. When angling from a boat, once the leader is brought within the grasp of the mate, or the end of the leader is wound to the rod tip, more than one person is permitted to hold the leader.

8. One or more gaffers may be used in addition to persons holding the leader. The gaff handle must be in hand when the fish is gaffed.

9. The angling and equipment regulations shall apply until the fish is weighed.

The following acts will disqualify a catch:

1. Failure to comply with equipment or angling regulations.

2. The act of persons other than the angler in touching any part of the rod, reel, or line (including the double line) either bodily or with any device during the playing of the fish, or in giving any aid other than that allowed in the rules and regulations. If an obstacle to the

passage of the line through the rod guides has to be removed from the line, then the obstacle, (whether chum, floatline, rubber band, or other material) shall be held and cut free. Under no circumstances should the line be held or touched by anyone other than the angler during this process.

3. Resting the rod in a rod holder, on the gunwale of the boat, or any other object while playing the fish.

4. Handlining or using a handline or rope attached in any manner to the angler's line or leader for the purpose of holding or lifting the fish.

5. Shooting, harpooning, or lancing the fish being played (including sharks) prior to landing or boating the catch.

6. Chumming with or using as bait the flesh, blood, skin, or any part of mammals other than hair or pork rind used in lures designed for trolling or casting.

7. Using a boat or device to beach or drive a fish into shallow water in order to deprive the fish of its normal ability to swim.

8. Changing the rod or reel while the fish is being played.

9. Splicing, removing, or adding to the line while the fish is being played.

10. Intentionally foul-hooking a fish.

11. Catching a fish in a manner that the double line never leaves the rod tip.

12. Using a size or kind of bait that is illegal to possess.

13. Attaching the angler's line or leader to part of a boat or other object for the purpose of holding or lifting the fish.

14. If a fish escapes before gaffing or netting and is recaptured by any method other than as outlined in the angling rules.

The following situations will disqualify a catch:

1. When a rod breaks (while the fish is being played) in a manner that reduces the length of the tip below minimum dimensions or severely impairs its angling characteristics.

2. Mutilation to the fish, prior to landing or boating the catch, caused by sharks, other fish, mammals, or propellers that remove or penetrate the flesh. (Injuries caused by leader or line,

scratches, old healed scars or regeneration deformities are not considered to be disqualifying injuries.) Any mutilation on the fish must be shown in a photograph and fully explained in a separate report accompanying the record application.

3. When a fish is hooked on more than one line.

RULES FOR FLY FISHING

Equipment Regulations

A. LINE

1. Any type of fly line and backing may be used. The breaking strength of the fly line and backing are not restricted.

B. LEADER

Leaders must conform to generally accepted fly fishing customs.

A leader includes a class tippet and, optionally, a shock tippet. A butt or taper section between the fly line and the class tippet shall also be considered part of the leader, and there are no limits on its length, material, or strength.

A class tippet must be made of nonmetallic materials and either attached directly to the fly or to the shock tippet if one is used. The class tippet must be at least 15 inches (38.10 cm) long (measured inside connecting knots). With respect to knotless, tapered leaders, the terminal 15 inches (38.10 cm) will also determine tippet class. There is no maximum length limitation. The breaking strength determines the class of the tippet.

A shock tippet, not to exceed 12 inches (30.48 cm) in length, may be added to the class tippet and tied to the lure. It can be made of any type of material, and there is no limit on its breaking strength. The shock tippet is measured from the eye of the hook to the single strand of class tippet and includes any knots used to connect the shock tippet to the class tippet.

In the case of a tandem hook fly, the shock tippet shall be measured from the eye of the leading hook.

C. ROD

Regardless of material used or number of sections, rods must conform to generally ac-

cepted fly fishing customs and practices. A rod shall not measure less than 6 feet (1.82 meters) in overall length. Any rod that gives the angler an unsporting advantage will be disqualified.

D. REEL

The reel must be designed expressly for fly fishing and cannot be used in casting the fly other than as a storage spool for the line. There are no restrictions on gear ratio or type of drag employed except where the angler would gain an unfair advantage. Electric or electronically operated reels are prohibited.

E. HOOKS

A conventional fly may be dressed on a single or double hook or two single hooks in tandem. The second hook in any tandem fly must not extend beyond the wing material. The eyes of the hooks shall be no farther than 6 inches (15.24 cm) apart. Treble hooks are prohibited.

F. LURES

The lure must be a recognized type of artificial fly, which includes streamer, bucktail, tube fly, wet fly, dry fly, nymph, popper and bug. The use of any other type of lure or natural or preserved bait, either singularly or attached to the fly, is expressly prohibited. The fact that a lure can be cast with a fly rod is not evidence in itself that it fits the definition of a fly. The use of any lure designed to entangle or foul-hook a fish is prohibited.

G. GAFFS AND NETS

Gaffs and nets used to boat or land a fish must not exceed 8 feet (2.48 meters) in overall length. (When fishing from a bridge, pier, or other high stationary structure, this length limitation does not apply.) The use of a flying gaff is not permitted. Only a single hook is permitted on any gaff. Harpoon or lance attachments are prohibited.

Angling Regulations

1. The angler must cast, hook, fight, and bring the fish to gaff or net unaided by any other person. No other person may touch any part of the tackle during the playing of the fish or give aid other than taking the leader for gaffing or netting purposes.

2. Casting and retrieving must be carried out

in accordance with normal customs and generally accepted practices. The major criterion in casting is that weight of the line must carry the lure rather than the weight of the lure carrying the line. Trolling a lure behind a moving water craft is not permitted. The craft must be completely out of gear both at the time the fly is presented to the fish and during the retrieve.

3. Once a fish is hooked, the tackle may not altered in any way, with the exception of adding an extension butt.

4. Fish must be hooked on the lure. If a small fish takes the lure and a larger fish swallows the smaller fish, the catch will be disallowed.

5. One or more people may assist in gaffing or netting the fish.

6. The angling and equipment regulations shall apply until the fish is weighed.

The following acts will disqualify a catch:

1. Failure to comply with equipment or angling regulations.

2. The act of persons other than the angler in touching any part of the rod, reel, or line either bodily or with any device during the playing of the fish, or in giving any aid other than that allowed in the rules and regulations. If an obstacle to the passage of the line through the rod guides has to be removed from the line, then the obstacle shall be held and cut free. Under no circumstances should the line be held or touched by anyone other than the angler during this process.

3. Resting the rod on any part of the boat, or on any other object while playing the fish.

4. Handlining or using a handline or rope attached in any manner to the angler's line or

leader for the purpose of holding or lifting the fish.

5. Intentionally foul-hooking or snagging a fish.

6. Shooting, harpooning, or lancing the fish being played (including sharks) prior to landing or boating the catch.

7. Chumming with the flesh, blood, skin, or any part of mammals.

8. Using a boat or device to beach or drive a fish into shallow water in order to deprive the fish of its normal ability to swim.

9. Attaching the angler's line or leader to part of a boat or other object for the purpose of holding or lifting the fish.

10. If a fish escapes before gaffing or netting and is recaptured by any method other than as outlined in the angling rules.

The following situations will disqualify a catch:

1. When a rod breaks (while the fish is being played) in a manner that reduces its length below minimum dimensions or severely impairs its angling characteristics.

2. When a fish is hooked on more than one line.

3. Mutilation to the fish, prior to landing or boating the catch, caused by sharks, other fish, mammals, or propellers that remove or penetrate the flesh. (Injuries caused by the leader or line, scratches, old healed scars or regeneration deformities are not considered to be disqualifying injuries.) Any mutilation on the fish must be shown in a photograph and fully explained in a separate report accompanying the record application.

[REDACTED]

SAMPLE
PROJECTED BALANCE SHEET (AS OF JUNE 30, 1986)
FLOUNDER FOLLIES FISHING TOURNAMENT, INC.
PORT O'CONNER, TEXAS
SEPTEMBER 6-7, 1986

ASSETS

CURRENT ASSETS

CASH	\$ 750
NOVELTY MERCHANDISE INVENTORY	200
CERTIFICATE OF DEPOSIT	5,000

TOTAL CURRENT ASSETS \$ 5,950

FIXED ASSETS

PORTABLE BUILDING	2,000
IBM COMPUTER/SOFTWARE	2,000
FISH TESTING EQUIPMENT	1,000
FISH WEIGHTING EQUIPMENT	200
LESS DEPRECIATION	\$800
WATERFRONT 1/2 ACRE LOT	6,000

TOTAL FIXED ASSETS 11,200

TOTAL ASSETS \$17,150

LIABILITIES/OWNER'S EQUITY

CURRENT LIABILITIES

INSURANCE PAYABLE	\$ 500
NOTES PAYABLE ON EQUIPMENT	300

TOTAL CURRENT LIABILITIES \$ 800

LONG-TERM LIABILITIES

NOTE ON PORTABLE BUILDING	1,200
MORTGAGE ON 1/2 ACRE LOT	4,000

TOTAL LONG-TERM LIABILITIES 5,200

TOTAL LIABILITIES 6,000

OWNER'S EQUITY

CAPITAL STOCK (\$1.00 PAR VALUE)	1,000
RETAINED EARNINGS	10,150

TOTAL OWNER'S EQUITY 11,150

TOTAL LIABILITIES & OWNER'S EQUITY \$17,150

SAMPLE
 PROJECTED INCOME STATEMENT
 FLOUNDER FOLLIES FISHING TOURNAMENT, INC.
 PORT O'CONNER, TEXAS
 SEPTEMBER 6-7, 1986

INCOME

ENTRY FEES (200 ADULT - \$25)	\$ 5,000	
ENTRY FEES (200 YOUTH - \$10)	2,000	
ADVERTISING SALES (50 AT \$100)	5,000	
NOVELTY SALES		
(50 SHIRTS AT \$5; 50 CAPS AT \$5)	500	
RAFFLE TICKET DONATIONS (5,000 AT \$1.00)	5,000	
FISH FRY TICKET/SALES (500 AT \$4.00)	2,000	

TOTAL INCOME

\$19,500

EXPENSES

CASH PRIZES (TOTAL ALLOCATED)	\$ 7,500	
MERCHANDISE AWARDS & TROPHIES (AT COST)	3,000	
PRINTING		
(SIGNS, FLYERS, REGISTRATION BROCHURE)	1,200	
ADVERTISING	1,000	
FISH FRY (500 DINNERS)	1,500	
TRAVEL	500	
LODGING/FOOD FOR TOURNAMENT PERSONNEL	800	
COMMISSIONS ON ADVERTISING SALES	1,000	
COST OF NOVELTY MERCHANDISE	250	

TOTAL EXPENSES

\$16,750

NET INCOME

\$ 2,750



NEWS RELEASE LIST

What follows is a list of publications to which tournament directors may want to send news releases, tournament entry forms and other tournament-related literature. These are primarily sport fishing and outdoor magazines. Consider this only a start.

Each tournament should develop its own list of publications including all local media, the head offices or publications of any special interest group related to or sponsoring the tournament, and other publications that might provide publicity for the tournament. In addition, state tourist bureaus, coastal chambers of commerce, and regional and state magazines should be on the mailing list.

Southern Outdoors
P.O. Box 17915
Montgomery, AL 36141

Fisheries
5410 Grosvenor Lane #110
Bethesda, MD 20814

Fisherman's News
Bldg C-3 Room 110
Fishermen's Terminal
Seattle, WA 98119

National Fisherman
21 Elm Street
Camden, ME 04843

Angler's News
12 W. Front Street
Keyport, NJ 07735

Bassmaster Magazine
One Bell Road
P.O. Box 17900
Montgomery, AL 36141

Field & Stream
1515 Broadway
New York, NY 10036

Fins and Feathers
318 W. Franklin
Minneapolis, MN 55404

Fishing & Hunting News
511 Eastlake Avenue, E.
P.O. Box C 19000
Seattle, WA 98109

Fishing Facts
P.O. Box 609
Menomonee Falls WI 53051

Fishing World
51 Atlantic Avenue
Floral Park, NY 11001

Fly Fisherman Magazine
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105

Fly Tyer
1231 Route 16
North Conway, NH 03860

Fur-Fish-Game
2878 E. Main Street
Columbus, OH 43209

The In-Fisherman
P.O. Box 999
Brainerd, MN 56401

Tom Mann Outdoors
Route 2 Box 84c,
Eufaula, AL 36027

Outdoor Life
380 Madison Avenue
New York, NY 10017

Outdoor Press
N. 2012 Ruby Street
Spokane, WA 99207

Rod & Reel: The Journal of American Fly Fishing
P.O. Box 370
Camden, ME 04843

Saltwater Sportsman
186 Lincoln Street
Boston, MA 02111

Sports & Recreation
9100 Cottonwood Ln.
Maple Grove, MN 55369

Striper Magazine
2700 Murfreesboro Road #104
Antioch, TN 37013

Texas Fish & Game
P.O. Drawer 1000
Marble Falls, TX 78654

Texas Fisherman
5314 Bingle Road
P.O. Box 10973
Houston, TX 77092

Texas Sportsman
2121 Newmarket Parkway #136
P.O. Box 741
Marietta, GA 30061

Trout
97 N.W. Jefferson Place #3
P.O. Box 6225
Bend, OR 97708

U.S. Bass Magazine
435 E. Main Street
P.O. Box 15370
Mesa, AZ 85203

Angler & Hunter
169 Charlotte Street #1
P.O. Box 154
Peterborough, Ont K9J7H7, Canada

TEXAS STATE FISH RECORDS

February 1987

*Denotes new record

•Denotes world record

Fish Caught in Freshwater

- Bass, Guadalupe:** 3 lbs., 11 oz., length 18", girth 13", Allen M. Christenson Jr., Austin, Lk. Travis, 9/25/83
- Bass, hybrid-white/striped:** 19 lbs., 10.56 oz., length 35.16", girth 22.63", John Haney, Dallas, Lk. Ray Hubbard, 6/20/84
- ***Bass, largemouth:** 17 lbs., 10.72 oz., length 27", girth 24", Mark Stevenson, Plano, Lk. Fork, 11/26/86
- Bass, smallmouth:** 6 lbs., 7.36 oz., length 22", girth 17", Donald J. Edgar, Marble Falls, Lk. E. B. J., 3/2/85
- Bass, spotted:** 5 lbs., 9 oz., length 21", girth 17", Turner Keith, Austin, Lk. O. the Pines, 3/13/66
- ***Bass, striped:** 43 lbs., 8.80 oz., length 43", girth 27.7", Wayne V. Savore, Round Rock, Lk. Austin, 4/16/86
- Bass, white:** 5 lbs., 9 oz., length 20", girth 17", David S. Cordill, Spicewood, below Longhorn Dam, 3/31/77
- Bowfin:** 17 lbs., 3 oz., length 32", girth 21", R. M. Speer, Ft. Worth, Toledo Bend, 8-15/72
- Buffalofish, largemouth:** 58 lbs., length 41", girth 32", Bobby Thompson, Arlington, stock tank near Wikerson, 4/6/69
- ***Buffalofish, smallmouth:** 33 lbs., 12 oz., length 33", girth 32", Ronald V. Prince, San Antonio, Lk. Conroe, 11/3/83
- Carp:** 41 lbs., length 37", girth 32", Scott Heasley, Richardson, Pure Oil Lk., 5/14/72
- ***Catfish, black bullhead:** 4 lbs., 8.50 oz., length 18", girth 12", Charles E. Guinn of Graham stock pond, 11/15/86
- ***Catfish, blue:** 7.1 lbs., length 48", girth 37", Sammie Roberson, Coldspring, below Lk. Livingston Dam, 3/15/86
- Catfish, channel:** 36 lbs., 8 oz., length 38", Mrs. Joe L. Cockrell, Austin, Pedernales River, 3-7/65
- ***Catfish, flathead:** 98 lbs., length 54", girth 36", William O. Stephens, Lewisville, Lewisville Floodgates, 6-2/86
- Crappie, black:** 3 lbs., 11 oz., length 17", girth 16", Fritz Gowan, Poplar Bluff, MO, Toledo Bend, 1/17/85
- Crappie, white:** 4 lbs., 9 oz., G. G. Wooderson, Corsicana, Navarro Mills Lk., 2/14/68
- Drum, freshwater:** 31 lbs., length 35", girth 29", Larry D. King, Wichita Falls, Lk. Arrowhead, 5-4/78
- Drum, red:** 27 lbs., length 40.5", girth 24", William Marion McNeil, San Antonio, Lk. Braung, 6-26/84
- Flounder:** 9 lbs., length 24", Catherine Pond, Austin, Lk. Long, 11/18/78
- Gar, alligator:** 279 lbs., Bill Valverde, Mission, Rio Grande, 1951
- Gar, longnosed:** 50 lbs., 5 oz., Townsend Miller, Austin, Trinity River, 1954
- Muskie, tiger:** 9 lbs., 1 oz., length 32", girth 14", Michael R. Gaines, Wichita Falls, Lk. Nocona, 5/27/79
- Nile perch:** 12 lbs., 1 oz., length 30", girth 18", Mike Saldivar, San Antonio, Lk. Braung, 2/1/86
- ***Pickereel (chain or grass):** 4 lbs., 10 oz., length 25", girth 11", Deborah Trousdale Morris, Woodlawn, Caddo, Lk., 6/12/86
- Pike, northern:** 18 lbs., 4.5 oz., length 41", girth 16", Michael D. Sharpe, Austin, Town Lk., 8/29/81
- Sunfish, bluegill:** 3 lbs., 4 oz., length 14", girth 16", Winfred Hoke, N. Zulich farm pond, 4/25/86
- Sunfish, green:** 2.76 lbs., 3.25 oz., length 12", girth 14", Alex Short, Texarkana, farm pond near Commerce, 5/18/69
- Sunfish, redear:** 3 lbs., 4 oz., length 14", girth 15", Vernon Roberts, Seguin, Guadalupe County farm pond, 4/23/78
- Sunfish, other:** Open to be considered as record species are proposed
- ***Tarpon, freshwater:** 10 lbs., 1.92 oz., length 37", girth 16", Paul Willette, San Antonio, Braung Lk., 8/8/86
- Trout, brook:** 10.6 oz., length 12", girth 6", Bryan Hendricks, Lk. Jackson, Guadalupe River, 2/19/84
- ***Trout, brown:** 7 lbs., 2 oz., length 24", girth 15", Jeff DeLong, San Marcos, Guadalupe River, 2/7/86
- Trout, rainbow:** 5 lbs., 12 oz., length 23", girth 16", Patrick R. Bariff, Waco, Lk. Mendall State Pk., 1/5/85
- Walleye:** 11 lbs., 5.75 oz., length 31", girth 19", Ray Thrailkill, Amarillo, Lk. Meredith, 3/3/81
- Wormouth:** 15 oz., length 10", girth 9", Arthur E. Cruser, Austin, Lk. Austin, 8/16/85

Unrestricted

- Barracuda, great:** 54 lbs., length 57", Kenneth J. Richards, Houston, Buccaneer Rigs out of Galveston, 5/29/77, taken with speargun
- Bowfin:** 19 lbs., length 32", girth 21", George E. Lord, Hemphill, Toledo Bend Lk., 1-3/75, by trotline
- Bullfro:** 75 lbs., length 42", girth 39", Joe R. Walker, Bronckeland, Toledo Bend Lk., 8/7/85, trotline
- Bullfro, smallmouth:** 81 lbs., 8 oz., length 46", girth 38", Wayne Willoughby and Crook Parker Center, Sabine River, 4-28/85, throwline
- Carp:** 48 lbs., length 42", girth 33", David Clayton Cook, Conroe, Scott Lk., 8/14/80, bow & arrow
- Carp, grass:** 37 lbs., length 39", girth 30", Raymond Sutton, Copperas Cove, Colorado River, 5/10/85, trotline
- Catfish, blue:** 116 lbs., length 59", girth 39", C. D. Martindale, Era, Lk. Teronía, 4/21/85, trotline
- Catfish, flathead:** 114 lbs., length 56", Charles J. Booth, Houston, Lk. Livingston, 10/15/76, trotline
- ***Dogfish, Cuban:** 1 lb., 1.12 oz., length 21", girth 9", Howard Horton, Galveston, 110 miles S. of Galveston, 9/6/86, reel with electric motor
- Drum, freshwater:** 55 lbs., Asa Short, Ft. Worth, White Rock Lk., 1924, trotline
- Gar, alligator:** 302 lbs., length 90", T. C. Pierce Jr., Montalba and Arthur Lee Wooley, Dallas, Nueces River above Chulula, 1953, by trotline
- Gar, spotted:** 15 lbs., length 49", girth 14", David E. Smith, Buda, Lk. Travis, 8/3/83, by bow and arrow
- Grouper, Warsaw:** 255 lbs., length 71", girth 62", William L. Thurber, Old Ocean, S. Freeport, in 180' water, 1/21/82, by hand line
- Jewfish:** 660 lbs., length 96", girth 77", James A. Frith, Corpus Christi, off Marquette Beach, 7-4/75, taken with pneumatic speargun
- Shad, gizzard:** 2 lbs., 15 oz., length 16", girth 13", John H. Dix Jr., Conroe, Lewis Creek Reservoir, 4/27/85, by speargun
- Snapper, cubera:** 151 lbs., length 60", girth 46", David Falcorny, Houston, off Freeport, 6/23/84, by hand line
- Snapper, dog:** 134 lbs., length 61", girth 49", Bryan Guiley, Corpus Christi, offshore Pt. Aransas, 8/5/78, taken with speargun
- Spadefish, Atlantic:** 11 lbs., 5 oz., length 21", girth 25", Bryan Guiley, Corpus Christi, offshore Pt. Aransas north Bob Hall Pier, 5/4/74, taken with speargun
- Tilfish:** 20 lbs., 12.48 oz., length 36", girth 22", Joe Richard, Beaumont, 20 miles S. Flower Gardens, 7/28/83, by bicycling

Fish Caught in Saltwater

- ***Amberjack:** 101 lbs., length 60", girth 40", Ed Roberson, Katy, Gulf of Mexico, 6/4/86
- ***Angelfish, French:** 6 lbs., 7.68 oz., length 17", girth 22", Penelope Aulry, Austin, Hospital Rock, 8/30/86
- ***Barbier, red:** 1 lb., 13 oz., length 16", girth 11", Capt. Ricky H. Preddy, Pt. Mansfield, off Pt. Mansfield, 7/8/86
- Barracuda, great:** 46 lbs., 8 oz., length 51", girth 21", Henry Ed Foerster, Universal City, SE of Pt. Aransas, 7/24/76
- Bass, striped:** 20 lbs., 13.44 oz., length 36", girth 23", Robert L. Walker, Houston, S. Jetty, in Galveston, 1/28/84
- ***Bigeye:** 1 lb., 12.96 oz., length 15.9", girth 10", Michael Horton, Galveston, Clay Pile, 8/20/86
- ***Bluefish:** 16 lbs., 9.92 oz., length 36", girth 19", Alex Koumonduros, Houston, 45 miles offshore Freeport, 11/3/87
- Bonfish:** 3 lbs., 12 oz., length 23", girth 11", C. W. Morris, Dallas, N. Jetty, Pt. Aransas, 11/19/77
- Bonito:** 27 lbs., Eddie Groth, Lk. Jackson, Freeport, 7/69
- ***Bonito, Atlantic:** 4 lbs., 13.6 oz., length 24", girth 12", Patrick Maass, Katy, 85 miles SE of Galveston, 3/29/86
- ***Bonnethead:** 2 lbs., 9.92 oz., length 27", girth 14", Robert Curren Atkins, Temple, Bob Hall Fishing Pier, 6/14/86
- Brotula, bearded:** 8 lbs., 5 oz., length 27", girth 21", Bryan Guiley, Corpus Christi, 50 miles off Pt. Aransas, 9/19/82
- ***Catfish, blue:** 7 lbs., 9 oz., length 25", girth 15", Charles Evans, Pasadena, Trinity Bay, 11/10/86
- Catfish, gafftopsail:** 13 lbs., 5.33 oz., length 34", girth 18", Herman Frank Koehne Jr., Houston, Brazos River at mouth of Gulf of Mexico, 12/13/81
- ***Catfish, hardhead:** 3 lbs., 1 oz., length 18", girth 12", Shawn David Huddleston, Pt. Aransas, Galveston Ship Channel, 4/18/86
- Cero:** Open (minimum 10 lbs.)
- ***Chub:** 6 lbs., 48 oz., length 20", girth 17", Adolf Schulz, Galveston, Flower Garden, 6/21/86
- Cobia (ling):** 101 lbs., length 69", girth 33", Danie Nickle's, Hudson, Ft. 29 miles SE Pt. Aransas, 7/17/84
- ***Cooney:** 3 lb., 6.72 oz., length 17", girth 14", Ado I. Schulz, Galveston, W. Flower Garden, 7/17/86
- ***Cottonwick:** 1 lb 5.44 oz., length 13", girth 9", Adolf Schulz, Galv., W. Flower Garden, 7/25/86
- Croaker, Atlantic:** 5 lbs., 2 oz., length 20", girth 16", Earl Merendino, Pt. Arthur, E. Galveston Bay, 7/10/71
- ***Cubby:** 9.12 oz., length 9", girth 7", Floyd Victor Pansano Jr., Corpus Christi, off Pt. Aransas Jettes, 1/12/86
- ***Cutlassfish, Atlantic:** 2 lbs., 10.24 oz., length 40", girth 8", H. J. Jeff. Smith, South Houston, Offatts Bayou, 1/1/87
- ***Dogfish:** 21 lbs., length 50", girth 15", Vickie Lyn Kusey, Schertz, 34 miles ESE Pt. Aransas, 10/26/86
- Dolphin (Dorado):** 62 lbs., 8 oz., length 69", girth 33", Jeff Carey, Portland, off Pt. Aransas, 7/13/77
- Dolphin, pompano:** 3 lbs., 3 oz., length 22", girth 13", Roland J. Castanie, Ft. Texas City, 65 miles S. of Matagorda, 7/6/84
- Drum, black:** 78 lbs., Marvin McEachern, Nedenand, Sabine, 6/25/64
- Drum, red:** 51 lbs., 8 oz., Johnny (Shorty) Ozmar, Padre Island surf, 1/67
- ***Durgon, black:** 2 lbs., 6.08 oz., length 14", girth 13", Adolf Schulz, Galv., Flower Garden, 6/20/86
- Eel, banded shrimp:** 29 lbs., 4 oz., length 74", girth 14", Capt. Rick McGatley, Houston, 23 miles S. of Pt. G. Connor, 3/10/85

Saltwater Fish, continued

***Filefish, scrawled:** 1 lb., 12.64 oz., length 20, girth 12. John Landeche, Angleton, West Tennessee Rigs off of Freeport, 8/11/86

***Filefish, unicorn:** 2 lb., 11.84 oz., length 19, girth 13. Stan Kruse, Arlington, 34 miles offshore Port Aransas Jeties, 5/26/86

Flounder: 13 lbs., length 28, girth 24, Heber L. Endicott, Groves, Sabine Lk., 2/18/76

***Flyingfish, margined:** 12.64 oz., length 14, girth 6. Adolf Schulz, Galveston, Flower Garden, 6/21/86

***Gag:** 12 lbs., 1 oz., length 28, girth 20. Less Daughtry Jr., Hitchcock, 45 miles SW of Galv., 10/29/86

Grouper, black: 83 lbs., 4 oz., length 52, girth 35. L. Greason, Muleshoe offshore Pt. Aransas, 9/11/83

Grouper, Warsaw: 197 lbs., length 68, girth 58. Mike Gibbs, Hobstown, Snapper Banks off Pt. Aransas, 4/27/82

Grouper, yellowfin: 32 lbs., length 37. Larry Williams, Pasadena, Gulf of Mexico, 120 miles SE of Galveston near the Flower Gardens, 4/27/82

Grunt, barred: 1 lb., 1 oz., length 12, girth 9. Harry Hoffman, Corpus Christi, Pt. Aransas, 7/14/84

***Guaguanche:** 1 lb., 5.28 oz., length 19, girth 6. Michael Horton, Houston, 28 miles south of Pt. Aransas, 12/31/85

Hammerhead, great: 871 lbs., length 163, girth 68. Mark A. Johnson, LaMarque, 18 miles SE Galveston Jeties, 7/4/80

***Hammerhead, smalleye:** 151 lbs., length 95, girth 40. Louis Alexander Kusey III, Schertz, 40 miles SE of Pt. Aransas, 10/26/86

***Hind, rock:** 2 lbs., 15.84 oz., length 16, girth 14. Frank Zizmont, Nederland, 80 miles south of Sabine Pass, 2/26/80

***Jack, almaco:** 4 lb., 3 oz., length 21, girth 14. Rusty Schwartz, Houston, 25 miles offshore Freeport, 11/22/86

Jack, black: 17 lbs., 4 oz., length 34, girth 21. Debra Anne Sheldon, McAllen, off Pt. Isabel, 8/78

***Jack, cottonmouth:** 1 lb., 4 oz., length 12, girth 11. Frank K. Fuller, Hitchcock, Heald Bank, 7/14/84

Jack, crevalle: 50 lbs., 4 oz., length 52, girth 30. Francis Lynn Leander, Pt. Aransas, 6/26/76

***Jack, horse-eye:** 8 lbs., 15.68 oz., length 34, girth 23. Adolf Schulz, Galveston, West Flower Garden, 7/17/86

Jawfish: 551 lbs., Gus Pangarakis, Magnolia, Galveston, 6/29/37

Killifish: 2 oz., length 6, girth 4. Wesley Lynn Hoke, Texas City, Blue Hole, 5/20/85

Kingfish, southern: 2 lbs., 12 oz., length 17, girth 11. Mike J. Walker, Houston, Gulf Coast Fishing Pier, Galveston, 3/11/72

Ladyfish (skipjack): 4 lbs., 8 oz., length 25, girth 10. Neely Johnson H. McAllen, Pt. Isabel, 7/22/78

Lizardfish: 15 oz., length 15, girth 6. Charles C. Bailey, Hitchcock, Galveston, E. Bay, 10/12/1985

***Lookdown:** 2 lbs., 3.04 oz., length 16, girth 17. Joe Fultner, Mesquite, Aransas Pass, 9/6/86

Mackerel, king: 7 lbs., 8 oz., length 66, girth 27. L. F. Higdon, Spring, 3 miles S of Buccaneer Oil Field, 5/27/77

***Mackerel, snake:** 10 oz., length 26, girth 3. Mike Mathis, Harlingen, Gulf Mexico, 8/9/86

Mackerel, Spanish: 8 lbs., 11.8 oz., length 34, girth 13. Bobby Farler, Bridge City, Sabine Pass, 8/15/76

***Mako, longfin:** 664 lbs., length 128, girth 64. Donald Ewing Richardson, Gulf of Mexico, 5/4/86

***Margate, black:** 9 lbs., 13.6 oz., length 23, girth 20. Neal Asprea, S. Padre Island, Hed Snapper Banks, 4/12/86

Marlin, blue: 824 lbs., length 172, girth 69. John F. Eiler, Westaco, Gulf of Mexico, 9/1/84

Marlin, white: 111 lbs., 8 oz., length 93, girth 35. Geo. Taggart, Rockport, Hospital Rock, 8/5/79

Mojarra: 14 oz., length 12, girth 10. Natalie Woods, Los Fresnos, Padre Island, 8/1/81

Mullet, striped: 13 lbs., 12.8 oz., length 30, girth 18. Bill Fritch, La Marque, private pond near Swan Lake, 12/28/83

Parch, silver: 3 oz., length 7, girth 5. Chris Cornell, Granbury, N. Jetty, Galv. Channel, 7/2/85

Palometa: 8 oz., length 10, girth 9. Dr. Justo S. Avila, Corpus Christi, Padre Is. Surf, 10/16/82

***Pigfish:** 10.50 oz., length 10, girth 7. Jose M. Sorelo, Houston, Galveston Bay, 7/20/86

Pinfish: 1 lb., 14 oz., length 14, girth 12. Ronald L. Neill, League City, Buccaneer Field, 5/22/81

Pompano, African: 34 lbs., 8 oz., length 47, girth 32. Vernon L. Price, Athens, SE Freeport, 6/28/79

Pompano, Florida: 6 lbs., 1 oz., length 19, girth 16. Mrs. Jerald Feldman, Dallas, Pt. Aransas, 4/23/71

***Porgy, knobbed:** 4 lbs., 2.08 oz., length 19, girth 16. Adolf Schulz, Galv., Flower Garden, 5/20/86

Porgy, whitebone: 2 lbs., 1.44 oz., length 15, girth 13. Billy "Bubba" Cochiane, Galveston, Buccaneer Field, 4/13/85

***Puddingwife:** 3 lbs., 64 oz., length 16, girth 12. Adolf Schulz, Galv., Flower Garden, 6/20/86

***Puffer, smooth:** 5 lbs., 1 oz., length 21, girth 14. E.C. Anderson, Dallas, 15 miles N of Pt. Mansfield, 7/19/86

***Ray, cow-nosed:** 53 lbs., 8 oz., length 52, girth 41. Freeman E. Gage Jr., Jasper, Gilchrist Pier, 5/27/86

***Ray, smooth butterfly:** 9 lbs., length 21, girth 28. Cameron Vere-Weiss, Pt. Isabel, South Padre Island, 8/2/86

Runner, blue: Open minimum 5 lbs.

***Runner, rainbow:** 12 lbs., 12 oz., length 37, girth 16. Jim Harmon, Corpus Christi, 45 miles NE of Pt. Aransas, 8/8/86

Sailfin: 95 lbs., length 97, girth 32. Marvin Cuhn, Houston, E. Breaks off Pt. Aransas, 7/12/79

Sewfish: 736 lbs., Gus Pangarakis, Magnolia, Galveston, 1939

Scamp: 23 lbs., length 39, girth 24. Rudy Luna, Pt. Aransas, 34 miles off Pt. Aransas, 12/31/80

Seatrout, sand: 6 lbs., 4 oz., length 23, girth 16. Dennis C. Henick, Houston, Texas City, 2/26/72

Seatrout, spotted: 13 lbs., 9 oz., length 33, girth 19. P.M. Mike Blackwood, Corpus Christi, Upper Laguna Madre, 3/16/75

Shark, blacktip: 166 lbs., length 86, girth 41. Richard S. Goldgar, Missouri City, 80 off Pt. Aransas Jeties, 6/2/80

Shark, bull: 497 lbs., length 110, girth 65. Dale Harper of Houston, Galveston, 1/3/71

Shark, dusky: 530 lbs., length 129, girth 61. Raymond E. Hen of Corpus Christi, oiling platform, 3/1/75

Shark, finetooth: 100 lbs., 8 oz., length 80, girth 29. Richard S. Hensley, Houston, 10 miles S. Buccaneer Field, Galveston, 6/3/79

Shark, lemon: 402 lbs., length 113, girth 51. Larry Osteen, Dickinson, Heald Bank, 6/8/85

Shark, Oceanic whitetip: 106 lbs., length 84, girth 28. Joe T. Surovka, Pt. Lavaca, 160 miles SSE Pt. O'Connor, 4/24/80

Shark, sandbar: 226 lbs., length 92, girth 43. James S. Wilson, Corpus Christi, Padre Is., 3/21/79

Shark, silky: 556 lbs., length 140, girth 59. Wu-Jiang Buschang, Corpus Christi, oil platform, Pt. Isabel, 7/23/73

Shark, spinner: 165 lbs., length 91, girth 39. O.E. Ballard, Ft. Worth, Pt. Aransas, 9/3/83

Shark, thresher: 133 lbs., length 104, girth 36. Bruce N. Hansen, Grand Island, NE, 8 miles N of Pt. Aransas, 4/16/81

Shark, tiger: 1010 lbs., length 152, girth 86. Ira Loveday, Lampasas, offshore Pt. Aransas, 8/26/83

Shark, others: Open, to be considered as species as proposed

Sheepshead: 12 lbs., 14.72 oz., length 25, girth 22. Gary R. Davis, Galv. W. Bay, 12/4/83

Snapper, cubera: 131 lbs., length 56, girth 46. Capt. Ricky H. Preddy, Pt. Mansfield, 15 miles N of Pt. Mansfield, 8/8/83

Snapper, dog: 28 lbs., Chris Page, Pt. Aransas, Pt. Aransas, 1967

***Snapper, lane:** 4 lbs., 14 oz., length 20, girth 14. Tim Underwood, Galveston, Heald Bank, 9/18/86

Snapper, red: 35 lbs., length 38, girth 30. Randy G. Bellamy, Galveston, Citypines off Galveston, 3/13/85

***Snapper, vermilion:** 3 lbs., 1 ounce, length 20, girth 16. Louis A. Kusey III, Schertz, 60 miles N of Pt. Aransas, 9/22/86

***Snapper, yellowtail:** 7 lbs., 9.28 oz., length 30, girth 16. Adolf Schulz, Galveston, West Flower Garden, 7/25/86

Snook: 57 lbs., 8 oz., Louis Rawalt, Corpus Christi, Padre Island, 1937

Spadefish, Atlantic: 8 lbs., 12 oz., length 27, girth 23. Ken Coula, Galveston, Galveston Jeties, 8/11/78

***Squidreelish:** 15.2 oz., length 13, girth 8. Nancy Horton, Houston, 28 miles South of Pt. Aransas, 12/31/86

Stingray, southern: 214 lbs., 4 oz., length 91, girth 58. David Lee Anderson, Texas City, Bahua Flats, 6/8/85

Swordfish: 317 lbs., length 142, girth 47. J.P. Bryan Jr., Houston, West Flower Gardens, 7/21/79

Tarpon: 210 lbs., length 85, girth 45. Thurmas F. Gibson Jr., Houston, S. Padre Island, 11/13/73

Tiger, sand: 520 lbs., length 119, girth 63. Jerry Vermeulen, Corpus Christi, SE of Fort Aransas, 4/4/76

***Toadfish, Gulf:** 1 pound, 12.32 oz., length 12.4, girth 10. Kyle Bodeker, Houston, Port Aransas Jeties, 7/4/86

***Triggerfish, gray:** 8 lbs., 14.88 oz., length 26, girth 19.5. Charles A. Harkness Jr., Keller, 50 miles S of Port Arthur, 8/1/86

***Triggerfish, queen:** 7 lbs., 2 oz., length 29, girth 21. Richard Steers, S. Padre Island, Gulf of Mexico, 7/26/86

Tripletail: 33 lbs., 8 oz., length 34, girth 30.5. Edie Porter, Spring, W. Matagorda Bay, 6/29/84

Tuna, blackfin: 36 lbs., John E. Walker, Galveston, Port Isabel, 8/85

Tuna, bluefin: 808 lbs., length 103, girth 82. Tuna Isaacs, Port Isabel, Southern Gulf of Mexico, 5/4/85

Tuna, skipjack: 28 lbs., 4 oz., length 33, girth 21. Jimmy Weider, Corpus Christi, Port Aransas, 6/20/81

Tuna, yellowfin: 193 lbs., 8 oz., length 74, girth 48. Jesse L. Johnson, Petrus, 135 miles SE of Ft. O'Connor, 7/19/85

***Wahoo:** 14 lbs., 8 oz., length 74, girth 33. Ted Seaulieu Jr., Lafayette, LA, Surf west Flower Gardens, 7/3/86

Instructions for Reporting Records

All fish submitted as state records must be documented as follows, preferably on the standard "Form for Submitting Record Fish" available from waterfront businesses or the Texas Parks and Wildlife Department. Species, weight, length, where caught, tackle used, other details of catch, name of angler, permanent address, home and business telephones, location of scales, type and capacity of scales, Texas Department of Agriculture certification number and date, weighmaster's name and signature, name, signature, and address of one disinterested witness to weighing, notarized statement signed by angler that the fish described was hooked, fought and landed by him personally without assistance and that all other information submitted is true and correct, and a clear photograph showing full length of fish in relation to a recognizable object, preferably a yardstick. Fins should be spread as much as possible. An additional photo of the angler and fish is also desirable.

NOTE: Fish weighed on vehicle, axle-load or motor truck scales and registering under 400 pounds are not acceptable for certification.

All specimens submitted for freshwater and saltwater divisions must be taken on rod and reel. ONLY Spotted bass and sunfish specimens only must be examined by a biologically trained and verified by a Parks and Wildlife Department fish biologist. Shark record submissions must include length patch of skin or other verification of species.

Unrestricted division includes the heaviest of those species taken by any legal means (archer, spear, gig, handline, tritone, cane pole, etc.) other than rod and reel EXCEEDING the weight of existing rod and reel records.

Send proposed record entries to: Texas State Fish Records Committee, Texas Parks and Wildlife Department, 4200 Smith School Road, Austin, Texas 78744

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MARINE ADVISORY

SEA GRANT COLLEGE PROGRAM — TEXAS A&M UNIVERSITY

KEEPING FISH "TOURNAMENT FRESH"

by Mel Russell
Marine Extension Agent
Galveston County

Fish, unlike beef or wine, does not improve with age. Fish quality is at its peak when it first comes from the water. About all a person can do is to take steps to preserve the existing quality and freshness.

If you are competing in a fishing tournament there are several reasons why you will want to keep your fish fresh.

First, most tournaments have a freshness requirement for all entries. So you'll want to keep your fish fresh enough to meet tournament standards.

Secondly, if you plan to eat your catch, be aware that the products of decomposition in fish flesh produce an objectionable odor and taste. Also, there exists a possible danger to one's health from ingesting bacteria and their toxins produced in stale or in inadequately preserved fish.

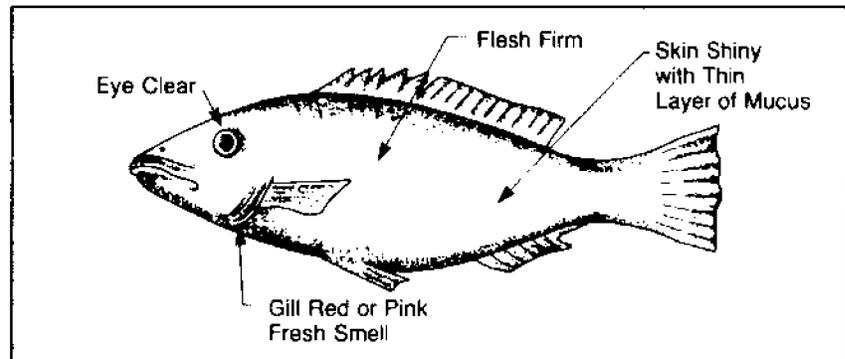
By keeping fish fresh on board your boat, it's possible to extend their storage life in your home refrigerator or freezer.

Finally, Texas has a fishery conservation law requiring that all sport fish taken into one's possession be kept in a fresh, edible condition.

Temperature and Time Determine Freshness

The two factors most potentially damaging to fish freshness are temperature and time. Fish have powerful enzyme systems in many organs that function naturally at relatively low temperatures. After the fish dies, these same enzymes can help speed the chemical breakdown and decomposition of tissues associated with spoilage. By lowering the temperature of a fish sufficiently through proper icing, the reaction rate is slowed, thus extending freshness.

Bacteria that normally live in, on and around the gut, gills and body surfaces of the fish grow rapidly at moderate temperatures, spreading through all the tissues and adding to the spoilage. If fish



Freshness indicators

are exposed to sunlight for even a few minutes, the resultant increase in temperature not only speeds bacterial growth, but causes dehydration as well. Fish weight loss from dehydration is preventable and certainly should be a concern of any fishing tournament contestant.

Careless handling of fish on deck may bring them into contact with gasoline, diesel fuel, lube oil or other contaminants causing loss of freshness.

Maintaining Freshness: The Fisherman's Responsibility

Ideally, fish should be bled, gutted and gilled aboard the boat before being iced. If the fish are gutted and gilled they should be stored belly-down. Fishermen should be careful not to cut into the gall bladder, stomach or intestine.

Gutting and gilling not only remove most of the bacteria-laden organs that contain powerful enzymes, but it conserves ice as well. More ice could be saved if the heads and tails also were removed. However, Texas law requires that all fish, with the exception of broadbill swordfish, shark and king mackerel, have heads and tails attached until delivered to their final destination.

Naturally, any fish being entered in a fishing tournament should remain whole. If whole fish are iced sufficiently, there will be little loss in quality within a day or so. If properly cared for, any

tournament fish should be good to eat.

Fish can be stored aboard the vessel in several ways to maximize freshness. These include using crushed ice in an insulated cooler, block ice in an insulated cooler, crushed ice in an insulated fish bag or perhaps storing the fish in the shade and covering it with wet burlap or terrycloth.

If the fish are to be stored in a built-in boat fish well, check with the manufacturer to be sure it is insulated on all sides. Rapid melting of ice in a fish well indicates inadequate insulation.

Each of these storage methods was tested and found to be, with certain considerations, effective in keeping fish fresh. The cooler or bag size should, within reason, match the size of the fish. This helps conserve ice needed to cool the fish adequately.

Ideally, after being caught, a fish's temperature should be lowered as quickly as possible and be maintained near freezing until the fish is utilized. This can best be accomplished by keeping crushed ice in contact with the entire surface of the fish's body. As the ice melts, it absorbs heat from the body of the fish.

Block ice melts slowly, and, therefore, absorbs heat at a slower rate. Also its limited surface area will drastically reduce the amount of body surface contact, thereby reducing its cooling efficiency.

An insulated fish bag proves satisfac-

tory when used with crushed ice. As the ice melts, water drains out of the zipper or velcro strip. When possible new ice should be added through a small opening in the bag rather than unzipping the bag entirely.

A minimum of one pound of ice per pound of fish per day fishing trip is recommended. New ice should be added to replace that which has melted. Once fish have cooled sufficiently, the melting rate is slowed and less ice is required to maintain the low temperatures. Variables affecting melting rate of ice are air temperature, water temperature where the fish are caught, amount of insulation and efficiency of the cooler.

Leaving fish on deck in the shade and covering them with burlap has proved to be a marginal storage method. By occasionally splashing with water, the temperature of these fish was lowered several degrees. The principle involved is heat absorption through evaporation of water.

The efficiency of the system is decreased by high relative humidity which is most often the case over water. In any respect, tests show the method should not be relied upon for more than four or five hours in warm weather.

Probably the worst thing a fisherman could do would be to cover a fish with a plastic tarp and leave it on deck in the hot sun for several hours. The plastic prevents adequate ventilation and heat is allowed to build up much like that of an incubator.

How Fish Freshness Tests Are Administered

Freshness standards required by tournament officials are usually equivalent to those possessed by fish given reasonable care over the tournament time period. Bear in mind, loss of freshness in fish can occur from neglect or abuse over a few hours time as well as during

prolonged storage under ideal conditions.

Evaluation of appearance, texture, color and smell can reveal much about how long a fish has been dead and how well it's been iced. In addition to these criteria, judges can use other means to determine fish freshness, the most practical being the Torrymeter and the light microscope.

The Torrymeter is a hand-held electronic device that senses the dielectric properties of fish flesh, converts them to a whole number on a scale between zero and 16, and displays it on a lighted panel. As the dielectric properties of the tissues change during spoilage, the subsequent Torrymeter readings decrease in value.

The light microscope is useful in examining stained blood smears taken from the hearts of the fish being evaluated. This technique is employed to identify fish that have been previously frozen.

Properties of fish that will most likely result in their disqualification include:

1. Flesh that produces a Torrymeter value of five or more below maximum for the species.
2. Gills that are white, gray, brown or any color other than red or pink.
3. A sour, ammonia, spoiled, rotten or any other objectionable odor.
4. A clouded crystalline lens of the eye and/or blood that contains red blood cells without cell membranes.

Other indicators that judges may evaluate include:

1. Absence of mucus on skin.
2. Lack of rigor or stiffness in the body.
3. Skin that wrinkles excessively when body is bent.
4. Flesh not springy, but rather soft or mushy.
5. Eyes that are externally very cloudy or wrinkled.
6. Heavy slime on gills.

7. Skin sloughed off around the head or operculum.

8. Skin that appears dull rather than shiny.

Summary

If fishermen take reasonable care of their catch, they need not worry about being disqualified from a fishing tournament because of the freshness requirement. They also are assured of some excellent tasting and nutritious seafood meals for their effort.

In summary, the following suggestions should be followed to ensure fish freshness aboard fishing vessels:

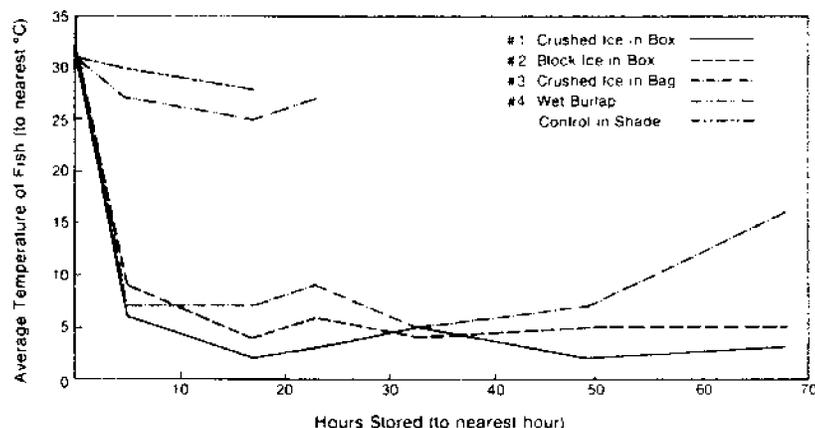
1. Fish should be stored, belly-down if dressed, in an insulated fish cooler or bag. The liner of the box or bag should be impervious to water to insure that the insulation remains dry. If a built-in boat fish well is used, be sure it is insulated on all sides. Rapid melting of ice in a fish well indicates inadequate insulation. The cooler or bag size should match the size of the fish to conserve ice.

2. The fish should be placed on ice as soon as possible after being caught. Even a 15-minute delay in hot weather could be detrimental to fish freshness.

3. Ice, preferably crushed, should be applied to fish at a weight ratio of no less than one to one. As ice melts, more should be added. Ice should remain in contact with fish on the entire surface of their bodies. In other words, don't layer fish upon fish. Do not allow fish to remain in water.

4. Don't delay in getting fish to their final destination. If you think your fish has a chance to win a tournament, get it to the weigh-in station as soon as practical. Delaying causes loss of body weight due to dehydration. If your fish is adequately iced, its freshness is ensured. If not, you run a chance of having it disqualified.

Cooling Efficiency of Various Storage Methods
(Using King Mackerel)



This Marine Advisory Bulletin is furnished as a service from the Texas Marine Advisory Service. The Texas Marine Advisory Service is jointly sponsored by the Texas A&M University Sea Grant College Program and the Texas Agricultural Extension Service. The advisory service staff works to apply the educational and research capabilities of the University to the problems of coastal communities and marine-related industries.

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TORRYMETER READINGS

The following data was obtained from tournament-caught fish. This data is offered as an example of the range and distribution of readings one might expect to get on several common game fish. Generally, the higher torrymeter readings represent fresher fish. The readings typically decrease as the fish begins to spoil.

However, a reading that indicates a fresh fish in one species may be a cause for suspicion of spoilage in another species. For instance, a tournament with Flounder as its target species should expect a fresh catch to have a reading that falls between 15 and 12. A reading below 11 could merit further investigation. Yet, if Ling were the target fish, a reading between 11 and 6 would indicate a fresh catch.

A Note: the readings of 7, 6 and 5 on the Kingfish samples were taken on fish that had poor organoleptic characteristics and were disqualified from the tournaments in which they were entered.

Species	Number of fish in sample	Distribution of sample fish over the following range of Torrymeter Readings										
		15	14	13	12	11	10	9	8	7	6	5
¹ Kingfish <i>Scomberomorus cavalla</i>	180		6	27	28	37	24	20	11	3	1	1
¹ Cobia or Ling <i>Rachycentron canadum</i>	16					1	3	2	4	5	1	
² Speckled Trout <i>Cynoscion nebulosus</i>	59		10	26	22			1				
² Southern Flounder <i>Paralichthys lethostigma</i>	48	13	35	9	1							
² Croaker <i>Micropogon undulatus</i>	14			1	8	3	2					
² Gafftop <i>Barge marinus</i>	11				4	2	3	1	1			

¹ Three-day tournaments (some fish were held on ice for 72 hours before being tested)

² One- and two-day tournaments (fish were tested within 24 hours of being caught)

This data was compiled by Mel Russell, county marine agent, Texas Marine Advisory Service.

**QUESTIONS FOR CONTESTANTS
WITH DISQUALIFIED FISH**

If disqualified because of mutilations, how do you explain:

- Scales missing from the body?
- Cuts, punctures or tears in the flesh?
- Abrasions or net marks on the skin?
- Missing or mutilated fins? Eyes?

If disqualified for failure of the freshness test:

- What was the date and time of catch?
- How soon after landing was it placed on ice?
- Was block or crushed ice used?
- Was fish in direct contact with ice on all surfaces of its body?
- Was new ice added as old ice melted?
- Was fish allowed to stand in water?
- Was an efficient ice box, bag or cooler used?

[REDACTED]

EXIT POLL EXAMPLE

1. Please circle how you felt about this year's tournament.

VERY POOR POOR AVERAGE GOOD EXCELLENT

2. Please rate the quality of the weigh-in procedure.

VERY POOR POOR AVERAGE GOOD EXCELLENT

3. Please rate the quality of the weigh master and other quality control personnel.

VERY POOR POOR AVERAGE GOOD EXCELLENT

3. Please rate the registration and check-in procedure.

VERY POOR POOR AVERAGE GOOD EXCELLENT

4. Were the parking and boat launching facilities adequate?

YES NO NO OPINION DID NOT USE

5. The prices for food, drinks and tournament t-shirts and hats were:

INEXPENSIVE AVERAGE EXPENSIVE

6. We need some information about you to help us better interpret the results of this survey. Please circle your answer to the following questions.

(a) What is your sex?

FEMALE MALE

(b) What is your age?

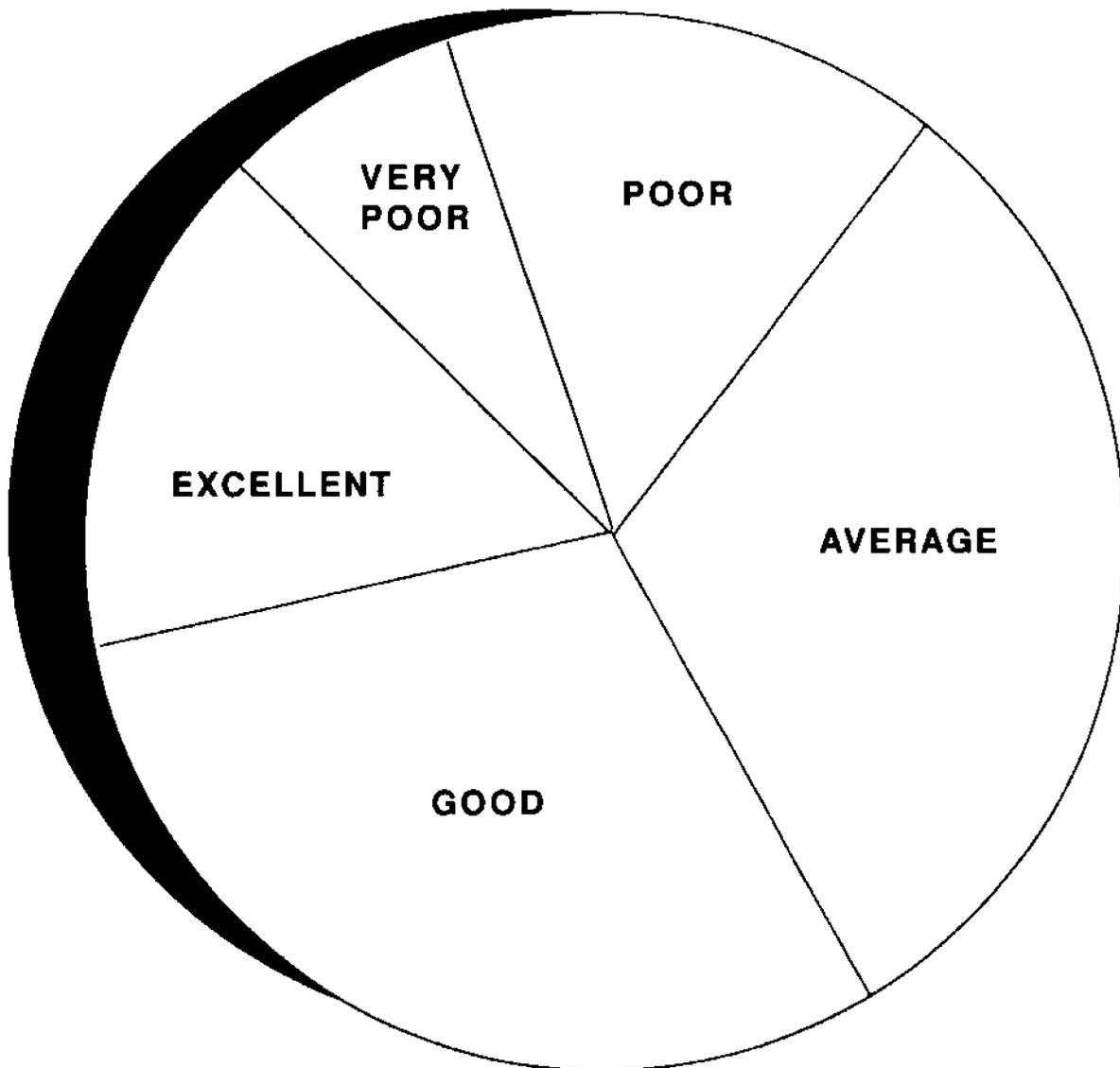
PLEASE WRITE IN:

(c) What is your ethnic background?

ANGLO BLACK HISPANIC OTHER

ILLUSTRATING EXIT POLL RESULTS

One common way of illustrating the results from an exit poll is to develop a pie chart based on the percentage of each answer received for a particular question. Diagrammed below is an example of a pie chart depicting a likely distribution of answers for question 1.





FYI

For further information on developing or enhancing your saltwater fishing tournament check out the following publications that may be of assistance to you.

A Conservation Ethic for Sport Fishing Tournaments. National Recreational Fisheries Tournament Directors' Conference, March 1986.

A Methodology for Estimating Economic Impact of Sportfishing Tournaments. Michael J. Ellerbrock and J. Walter Milon. Florida Sea Grant. 1984. SGR-59.

Atlantic Spadefish. South Carolina Wildlife and Marine Resources Department.

Committed to Action Today, To Protect Sportfishing for Tomorrow. Fish America Foundation, Tulsa, OK 74115.

Cooperative Game Fish Tagging Program. U.S. Department of Commerce, National Oceanic and Atmospheric Administration and the National Marine Fisheries Service.

Developing Skills in Proposal Writing. Mary Hall. Portland Oregon: Continuing Education Publications. 1977.

Economic Impact of Participant Characteristics for the First Annual Greater Jacksonville Natural Light Kingfish Tournament. J. Walter Milon, et al. Florida Sea Grant Program. 1982. TP-21.

Fish Know No Boundaries. Eleventh Annual Marine Recreational Fisheries Symposium, Bay Harbor Inn, Tampa, Florida.

The Grantseeker's Guide: A Directory for Social & Economic Justice Projects. Jill R. Shellow. Chicago: National Network of Grantmakers. 1981.

"Greater Utilization of Southeastern Fish Species." (slide tape program) University of North Carolina Sea Grant College Program.

Guidelines for Conducting Live-Release Bass Tournaments. Harold L. Schramm, Jr.

How to Promote a Fishing Tournament. Yamaha Tournament Headquarters.

Judging Tournament Fish. W. Steven Otwell and George H. Burgess. Florida Sea Grant Program. 1982. MAP-24.

Keeping Fish "Tournament Fresh." Mel Russell. Texas A&M Sea Grant College Program. 1986. TAMU-SG-86-504.

Keeping Your Catch Alive. Florida Cooperative Extension Service.

Looking at Income Generating Business for Small Non-profit Organizations. William Duncan. Berea, Ky.: Mountain Association for Community Development. 1982.

The Marine Recreational Fishing Industry. University of North Carolina Sea Grant College Program. 1986. UNC-SG-85-01.

O'Hara's 1985-86 International Sport Fishing Tournament Directory. International Sport Fishing Publications.

Perceptions and Preferences for Marine Fish: A Study of Recreational Fishermen in the Southeast. University of North Carolina Sea Grant College Program, 1985.

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